



- Excellence
- Good
- Average
- Poor

## The Platinum Rule of Service

*“Customer satisfaction is worthless. Customer loyalty is priceless.”*  
– Jeffrey Gitomer

### COURSE OVERVIEW

“Treat others the way you want to be treated” is a phrase we’re probably all familiar with. Commonly referred to as “The Golden Rule,” this guiding principle reminds us to treat others with kindness, respect, and consideration—because that’s what we want for ourselves.

Great, right? Well, there is one catch: everyone is different. This is where The Golden Rule has its limitations. While you might want one thing, your peer may want something completely different. In acknowledging and validating our individual uniqueness, “The Platinum Rule” was born.

The Platinum Rule is about “treating people how **they** want to be treated.” This is an important distinction because this shift in mindset allows us to consider the wants and needs of others rather than putting ourselves at the forefront. Built on the foundation of DISC Behavior Skills and Assessment, we’ve designed training to equip your team with relevant and applicable skills to elevate their level of service and meet customers where they are.

The focused topics of this training program include the following:

- Learning how to identify the customer’s behavioral style
- Adapting to the customer’s pace, phrasing, and pitch
- Understanding the different ways to help retain your customers
- Solving the customer’s problem in their own vocabulary



*“Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.”*  
– Steve Jobs



Customized with your real-world scenarios & designed to meet your desired outcomes.



# LEARNING OUTCOMES

Understand that "The Platinum Rule" is a wonderful gift you can give your customers

Discover your style using DISC for Customer Service

Comfortable identifying the different behavior styles

Learn ways to adapt your pace, phrasing, and pitch to the customer

Understand customers' varying styles in order to meet their needs

*"It is not your customer's job to remember you; it is your obligation and responsibility to make sure they don't have the chance to forget you."*  
- Patricia Fripp

# BUSINESS OUTCOMES



Better Communication



Enhanced Company Reputation



Consistency of Excellent Service



Fewer Customer Complaints



Increased Customer Loyalty

## WHO SHOULD ATTEND?

*Employees and members of management that are engaging in customer services interactions - be it customer-facing or internal to the organization.*

# PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials support additional learning reinforcement.



Contact us to explore how we can meet your training goals!  
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CUSTOMER REVIEWS



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