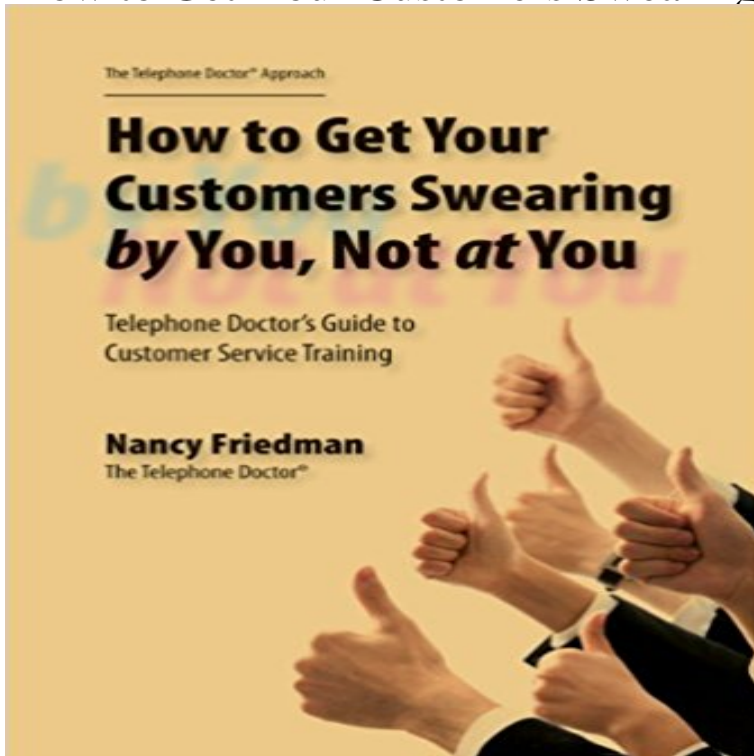


How to Get Your Customers Swearing by You Not at You



Faced with the challenge of developing effective customer service training? Not sure where to start? Whether you are a novice at the customer service game or an experienced facilitator, this book will make the development process fun and a whole lot easier. *How to Get Customers Swearing by You, Not at You* is an invaluable source of customer service material, tips and ideas all geared toward keeping the customers you worked so hard to get. The book is highly readable, the suggestions are easily adapted and the information is serious, yet presented in a lighthearted manner. Step by step, the Telephone Doctor walks you through the process of creating a formal customer service training program. Topics include barriers to training, management involvement, content, budgets and costs, icebreakers, workbooks, role playing, lecturing, questions, problem attendees, classroom evaluations, testing and more. Throughout the book, the author offers short commentaries on aspects of training and customer service that will help you look at the subject in a fresh, new light. *How to Get Customers Swearing by You, Not at You* covers a lot of ground. But it is all common sense and will empower you to create your own customer service training program and make it as basic or elaborate as you wish.

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