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CONNECTIONS FOR CUSTOMERS

CONNECTIONS for Customers is the latest program in the CONNECTIONS series designed to enhance communication and human interaction in culturally diverse settings. It is a skills-based program designed to improve one's ability to identify and effectively address the needs and desires of a diverse array of customers. CONNECTIONS for Customers will help your organization improve workforce quality, increase market sensitivity, enhance overall communication, and improve the quality of service provided to both internal and external customers.

OBJECTIVES

The primary goal of the CONNECTIONS for Customers program is to help organizations improve service excellence, particularly in culturally diverse environments. Specifically, by the end of the CONNECTIONS for Customers program, each participant is able to do the following:

- Identify and utilize the 4 Key Conditions of Effective Customer Service.
- Apply the L.U.C.A.S. Approach to Service Excellence.
- Use skills such as the S.O.L.E.R. technique, probing, clarification, active listening and summarization to improve the quality of communication and service.
- Identify and effectively interact with the four basic customer types, including the *Collaborator*, the *Dominator*, the *Accommodator* and the *Avoider*.

PROGRAM OVERVIEW

CONNECTIONS for Customers consists of a one-day interactive training and coaching program offered in two, half-day segments. In order to maximize effectiveness, it utilizes a combination of skill-based training methods. These include group discussion, behavioral modeling, role-plays, skills practice, case studies and self-assessment exercises. Use of these various methods is based upon the specific needs of each client. In addition, each session incorporates developmental planning activities that help participants transfer their new skills back to the job in ways that will enhance performance and service excellence.

CONNECTIONS for Customers is geared toward the development of participants along three learning domains: awareness, knowledge and skills. Awareness is the affective domain that involves learning about oneself and the impact that one's behavior, style and values have on overall customer service effectiveness. Knowledge consists of the cognitive domain that focuses on learning information, concepts and theories that contribute to effective communication and customer service. Skills, the most significant learning domain, consists of the development of behaviors and abilities needed to effectively serve internal and external customers. Whereas most training programs focus on the first two domains, CONNECTIONS for Customers places the greatest emphasis on skill development and behavior change, particularly in the area of communication skills needed to effectively serve a diverse array of customers.



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