

Do everything in your power to help employees be as successful as possible. You succeed only when they succeed.

Ferdinand F. Fournies

Having managers and supervisors trained to coach associates daily on their use of customer service skills sends a strong message about your organization's commitment to quality and service.

A training session kick starts the learning process, yet real behavior change occurs back on the job when your staff has the opportunity to apply the skills and techniques. To maximize your investment in *Connecting with Customers*, your managers and supervisors must become involved in modeling and coaching these program skills everyday.

PROGRAM GOALS

- Define your role as a coach
- Make choices that lead to effective behavior
- Conduct more powerful feedback sessions

PROGRAM MODULES AND LEARNING OBJECTIVES

Module One: Your Role in the Coaching Relationship

- Discuss the benefits of coaching
- Understand your role in the coaching relationship
- Review the Coaching Connection Model

Module Two: How You Communicate

- Describe behaviors using action statements
- Create action statement guidelines

Module Three: Your Choices as a Coach

- Know the choices you have as a Coach
- Discuss the effect your choices have on your staff
- Learn the seven steps for giving feedback

PROGRAM SPECIFICS

Audience:	All supervisors and managers with coaching responsibilities
Length:	Eight hours
Format:	Workshop environment with discussion and skill practice
Class size:	Up to 12 participants per session

Enhancing the Customer Connection

TESTIMONIALS

"I am the next person in the customer chain, so when the reps don't know how to deal with a certain customer they come to me for help. This program has given me several ideas to help coach them."
Supervisor, ManTech International Corporation

"The Coaching Model really hit home to me. I never thought about the choices I had as a coach and how those choices affect my staff and ultimately the customers. I picked up a lot of effective ideas for making better choices."
Supervisor, Cardmember Services, JPMorgan Chase



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