

# Through the Customer's Eyes

*Customer Service  
Certification: Level II*

**Save \$100**  
See details on page 4

Sales, Communication, and Phone Skills for the Customer Service Pro





Call **800-258-7246** to talk to us about how your customer service team can meet the demands of today's customer in a competitive marketplace. Order your training program from one of our customer service pros or visit **[www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com)** to take advantage of this special \$199 offer!

## Empower your representatives to meet — and exceed — the expectations of your customers every day.

In today's competitive marketplace, satisfying your customers is the only way to create loyal brand advocates — a key to long-term success.

How can you make sure that every one of your customers is a brand advocate who chooses and recommends your company over your competitors?

By certifying your customer service representatives through high-quality training to provide an unmatched level of customer service every time they connect with a customer.

Savvy organizations like yours have taken the first step toward customer service excellence with our industry-leading *Through the Customer's Eyes* certification. They understand the positive impact of delivering outstanding customer service.

And, because your customer is more valuable than ever, innovative customer service can be your secret weapon for driving revenue.

**Rockhurst University Continuing Education Center is proud to introduce *Through the Customer's Eyes — Level II: Sales, Communication, and Phone Skills for the Customer Service Pro*, a breakthrough certification program elevating your customer service representatives' skills to meet the demands of today's consumer in a competitive marketplace.**

**SAVE  
\$100  
NOW!**

This interactive, next-generation program features three modules designed to provide enormous value at our **special \$199 introductory rate**, while delivering invaluable training, testing, and certification to your team. Each program purchase includes access to Web-based training and one certification test seat. Additional test licenses can be purchased separately for group-learning and solo testing for individual certifications.

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## **Don't just meet your customers' needs.**

**Exceed them.** Use every touch point with them as an opportunity to create long-lasting relationships with loyal brand advocates. Build on the essential skills taught in *Through the Customer's Eyes* with three new modules designed to take your customer service team to new levels of success.

### ***Sales Skills for the Customer Service Pro***

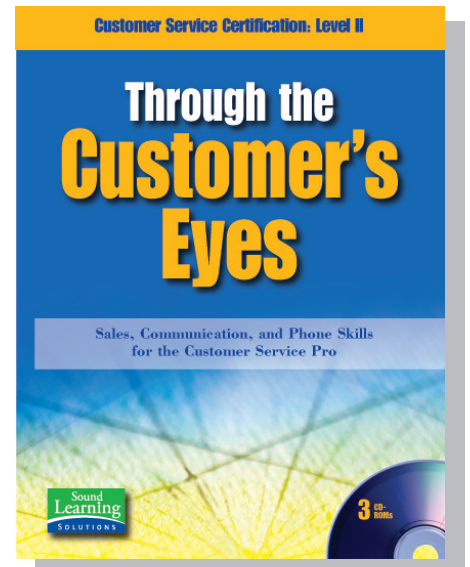
- Treat customers as business partners and build genuine relationships.
- Use explorative questions to quickly identify customer needs and match them to your products and services.
- Sell based on your proposition — not just price.
- Use the Web as a sales tool.
- Serve the customer without compromising your company's success.
- Turn unhappy customers into satisfied, loyal, and profitable relationships.

### ***Communication Skills for the Customer Service Pro***

- Master every exchange using a professional and confident tone.
- Sell products, services, and ideas while bolstering customer confidence.
- Discover and strengthen your "voice image" for an unstoppable first impression.
- Listen effectively to get at the core of the customer's needs.
- Present complex information and ideas logically, clearly, and concisely.

### ***Phone Skills for the Customer Service Pro***

- Reach the right person with a foolproof calling schedule.
- Start with a dynamic opener to keep customers engaged.
- Navigate customers through computer screens and their online experience.
- Generate excitement, gather information, and drive the conversation for optimal results.
- Know when it's time to end a call, defer to a supervisor, or schedule a face-to-face meeting.
- Manage every call by speaking with clarity and conviction.



### ***What Customers Thought About Through the Customer's Eyes, Level I:***

*"Through the Customer's Eyes is a great resource for learning the essential competencies of customer service. The best part is when a customer compliments one of our associates on how well they handled particularly stressful situations. This program has certainly helped us see through our customers' eyes and deliver what they want."*

*— Terri W., Senior Instructor*

*"We got an office-wide compliment today on our GREAT customer service. I think that our staff's participation in *Through the Customer's Eyes* is paying off."*

*— Kris C., Executive Assistant to the Chief Operating Officer*

# Train more. Save more.

Additional Individual User Licenses	Cost per License
1-4	<b>\$50</b>
5-9	<b>\$45</b>
10-24	<b>\$40</b>
25-49	<b>\$35</b>
50-99	<b>\$30</b>
100+	<b>\$25</b>

Training your entire team is a smart investment and a great value. This special offer is available by contacting us directly at 800-258-7246 to take your team to the next level of service excellence!

\*Has your team already experienced *Through the Customer's Eyes*? For a limited time only, existing customers can purchase 10 or more test licenses for only \$30 each!

Item No. 22884M  
Additional Licenses Item No. 22884L  
VIP #974-030501-000



***Through the Customer's Eyes — Level II* will help your team make every customer contact a great experience.**

Learn to:

- Build relationships based on trust so that customers will purchase with confidence.
- Position your CSRs as credible, caring, and customer focused.
- Listen to, identify, address, and follow up on customer needs.
- Illustrate impeccable interpersonal skills and communication etiquette.
- Ask for — and get — quality referrals.
- Write concise and persuasive e-mails.

Empower your customer service representatives to build relationships that will grow your business. Certify them with *Through the Customer's Eyes Level II* — retail price \$299, now a **great value for only \$199**. Realize a return on your investment every time your CSRs create outstanding customer service experiences.

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