

MINERAL AREA COLLEGE PRESENTS

TAKING THE HEAT

Development Dimensions International's (DDI) Interaction Management Series

Wednesday, April 4, 12:00 p.m. – 4:00 p.m.

Organizations need to provide superior customer service in order to build customer loyalty and stay ahead of the competition. Service providers, quite often, know how to have a friendly, positive customer interaction but lack the skills to handle an interaction that takes a turn for the worse. The potential to lose business increases when the service provider does not respond appropriately to a dissatisfied customer. This course equips learners with an important skill set that is essential to providing high-quality customer service. These essential skills will help service providers turn dissatisfied, upset customers into satisfied, loyal ones.

DO YOU FACE ANY OF THESE ISSUES?

- > Do associates lack the skills needed to respond effectively to dissatisfied customers?
- > Do your service providers miss opportunities to engage customers in a way that encourages them to talk about their issues and concerns?

PERFORMANCE OBJECTIVES

Helps individuals:

- > Recognize the business impact of customer retention on their organization.
- > Identify the differences between two types of customers—"walkers" and "talkers"—and explain the importance of encouraging walkers to talk about their dissatisfaction.
- > Apply a set of skills (HEAT) that will enable them to identify and respond to dissatisfied customers.
- > Use a set of best practices for taking the "heat" to turn difficult customer situations into positive interactions.

PRIMARY COMPETENCIES DEVELOPED

- > Communication
- > Gaining Commitment
- > Building Customer Loyalty

SECONDARY COMPETENCIES DEVELOPED

- > Initiating Action
- > Negotiation

Questions? Contact Bev Hickam, Workforce Development Director,
573-518-2182 or 573-270-3542

Enrollment Deadline: March 25

Enrollment Fee: \$170 per participant

Location : Continuing Education Building, Mineral Area College Campus (Directions: Take the Park Hills/Leadington Exit off Highway 67. The college is located on the east side of this exit. Turn left onto the college campus. Immediately turn left again. The second building is the Continuing Education Bldg. The US and Missouri flags are located in front of the building.

Email to Bev Hickam at bhickam@mineralarea.edu. Cost: \$170 per participant. Businesses will be billed direct. Cancellations accepted through April 1, or substitutes may be sent.

COMPANY: _____
CONTACT PERSON/PHONE _____

<u>Name</u>	<u>MO Resident</u>
1. _____	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. _____	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. _____	<input type="checkbox"/> Yes <input type="checkbox"/> No