

**Strengthening Business Relationships
Through Quality Customer Service (QCS)
Leader Guide/Facilitation Notes**

Summary of Full Day (Six-Hour) Seminar Time Schedule

	Strengthening Business Relationships through QCS	Flipchart/Workbook Page
15 Minutes	Part I: Introduction of Participants	
15 Minutes	Introduction: <u>Strengthening Business Relationships through QCS</u>	
15 Minutes	Quality Customer Service: A Formula for Success	p 7
15 Minutes	Key Principles and The WOW! Factor	pps 8-10
15 Minutes	Striving for Win/Win Interactions (and Transactions)	p 11
<u>15 Minutes</u>	Customer Needs and Meaning	p 12
90 Minutes		
Break		
15 Minutes	Part II: Effective Communications	p 13
15 Minutes	Communication Tips for Building Relationships	pps 14-16
15 Minutes	Statements, Questions, and Objections	p 17
15 Minutes	Asking Questions: Opened and Closed	p 18
15 Minutes	Some Statements to Avoid	p 20
<u>15 Minutes</u>	Some Statements to Avoid: An Exercise	p 22
90 Total Minutes		
Break		

Outline for Parts III and IV are on Page 2