



# TripleWin Consulting

## Six Steps

This eight-hour course, *Six Steps*, introduces a six-step process for building customer enthusiasm. The process begins from the inside – deciding to be the best and to care about each customer. Positive communications with customers are explored. Customer expectations are examined and ideas for exceeding those expectations are developed. Methods of customer follow-up are discussed. Participants brainstorm a list of ways they can improve so they can earn their customer's loyalty. Activities are used to apply the concepts. Participants are encouraged to use course time to reflect upon and plan action steps to improve actual customer situations.

### Program Objectives:

- Describe the difference between satisfied, enthused and loyal customers
- Identify areas in which to be the best
- Create a trusting, caring and customer-responsive environment
- Communicate effectively with the customer
- Determine what customers want
- Discover how to exceed customer expectations
- Identify ways to follow up with the customer
- Determine what to do when things go wrong
- Determine how creating customer enthusiasm impacts the business

### Course Overview:

This course uses a highly interactive teaching style, combining discussions of relevant theory and principles with practice simulations to create a rich and engaging learning environment.

### Content:

- **Determining Customer Needs:** explore basic human needs
- **Satisfied, Enthused or Loyal:** define the differences and the gaps
- **Six Steps to Customer Enthusiasm:** learn a customer enthusiasm process pyramid
- **Commit to Do What it Takes to Be the Best:** circles of control, influence and concern
- **Care for the Customer:** self-assessment related to customer care
- **Communicate with the Customer:** communication and listening theory
- **Exceed Customer Expectations:** explore opportunities and identify ideas
- **Follow up:** types of follow-up
- **Continuous Improvement:** checklist and what to do when things go wrong