



# GENUINE CUSTOMER CONVERSATIONS

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A simple, honest conversation has the power to change the way your customers think and respond to your organisation.

## COURSE OVERVIEW

Building trust is the foundation of a collections conversation. A respectful and genuine conversation with your customer can help them feel positive about their interaction and lessen the impact of resistance. In this course you will learn to deliver a meaningful message which engages your customer and how to avoid going head-to-head with your customers. This course is delivered over 2 parts using the following outline:

## LEARNING OUTCOMES

### PART 1 - GENUINE CUSTOMER CONVERSATIONS

- Engage customers to build trust and rapport
- Learn how to have a respectful and genuine conversation
- Avoid the top ten customer service killers
- Learn active listening skills to identify customer needs
- Replace 'Contract English' and 'Dirty words' with conversational English

### PART 2 - CUSTOMER ENGAGEMENT FOR EFFECTIVE COLLECTIONS

- Learn to apply 3 alternatives to negative language
- Understand how trust and distrust works in the brain
- Learn purpose and empathy statements and when to apply them
- Discover the type of language which creates barriers to getting a debt paid
- Learn how to take accountability and actively listen