

CUSTOMER ENGAGEMENT MODULES

Individual modules run for up to 1 hour each.

Understand the power of communication and learn how to connect and build trust with your customer to help find the best solution.



KNOW YOUR POTATOES

- Know the science behind complaining and negativity
- Know why talking helps
- Understand the difference between 'dumping your potatoes' on your colleagues and constructively debriefing



SLANG AND JARGON

- Discuss whether slang or jargon is appropriate
- Mirroring vs being genuine/yourself - where does the balance lie?
- Australian-isms - to use or not to use?



CONNECT WITH YOUR CUSTOMER

- Listening is the lowest effort trust builder with customers
- Understand why we overtalk, rather than listen and learn how to change that dynamic
- Learn how to actively listen, through verbal nods and through paraphrasing and reflective listening techniques



YES LADDER

- A form of paraphrasing, understand why getting your customer to say yes is so important in connecting with them
- 'Learn the 'yes' ladder to walk with your customer to the outcome you can both settle with



LANGUAGE CARRIES ENERGY

- Negative language is an endorphin killer for you and your customer.
- Identify the negative impact you may subconsciously be having on your customer
- Pinpoint the negative words you use and learn how to replace them



DIRTY WORDS

- With our poor brains overwhelmed these days, learn how to simplify language for everyone!
- Replace contractual English with plain English, both verbal and written



TAKE ACCOUNTABILITY

- No more hiding behind policy and procedures!
- Know the language that projects avoidance of accountability
- Learn how to take accountability by using a purpose and/or action statement.



YOUR PERSONALITY TRAITS

- Know your personality type in conflict - passive, passive-aggressive, aggressive or assertive - understand the impact each of these has on those around us
- Understand passive-aggressive behaviour and learn what this sounds like when dealing with customers