

Meeting the Challenge of Stellar Service®

Training

Ensuring stellar service takes its rightful place at the forefront of your efforts to achieve business results

Individual customers have very different needs and expectations. By treating every customer interaction exactly the same, you might satisfy one customer yet disappoint another. And despite the challenge of customer diversity, your operational productivity goals must remain high.

Meeting the Challenge of Stellar Service® is the situational workshop of the *Achieving Stellar Service® Experiences* system. This workshop places special emphasis on the business and hidden dimensions of service—without which no amount of friendly service could keep a customer coming back. Increasing responsibilities are forcing service providers to become expert customer guides. They must tap into each others' strengths and team up to solve customer problems. They also need to recognize that each customer is different and deserves to be treated with his or her unique differences clearly in mind. The Miller Heiman Group has taught these same skills to millions of participants in leading organizations around the world.

During the workshop, participants will participate in a variety of engaging individual and group activities, partner discussions, video demonstrations, role plays, and large group discussions. They will have fun as they gain familiarity and confidence with the new concepts and skills.



Miller Heiman Group™

Content & Outcomes

Guiding Customer Conversations® | 8 hours classroom

The purpose of this module is to give service providers skills for conducting conversations that effectively attend to external and internal customers' human and business needs. Participants will be able to:

- Recognize and apply ways to overcome the barriers to effective customer conversations.
- Open a customer conversation in a way that gains customer confidence and cooperation.
- Learn what customers need by demonstrating effective probing techniques, including gently refocusing conversations in a more productive direction.
- Reply with information that has a positive focus and helps customers make decisions, including linking features and benefits to advice and recommendations, and presenting unwelcome information.
- Close a customer conversation in a way that maintains customer confidence.

Serving a World of Customers® | 4 hours classroom

The purpose of this module is to help service providers learn and apply skills for providing helpful, sensitive, and respectful service that is tailored to customers' unique needs. Participants will be able to:

- Explain and avoid the dangers of judging a customer based on assumptions about a group to which the customer may belong.
- Describe the benefits of improving service to customers who have unique needs related to physical ability, language, technology, or service expectations.
- Recognize cues that point to unique customer needs.
- Recover smoothly and quickly when a well-intentioned service action has a negative effect on a customer.

- Ask respectful questions to clarify unique customer needs.
- Generate options for meeting unique customer needs.
- Take appropriate action to meet unique customer needs.

Teaming up for Seamless Service® | 4 hours classroom

The purpose of this module is to explore what it takes to deliver seamless service and to develop skills for addressing service issues with fellow service providers. Participants will be able to:

- Recognize the importance of seamless service.
- Describe their role in delivering seamless service, and commit to doing so.
- Apply six best practices for delivering seamless service.
- Demonstrate a five-step process for discussing service coordination issues with others.
- Take actions to increase teamwork and coordination with others who help them serve customers.

About the Miller Heiman Group

The Miller Heiman Group helps you compete for high-value, business-to-business sales development strategies, processes and skills to consistently win business—especially when the sales process is complex and the marketplace is demanding.

MHG is the world's largest sales performance consulting and training firm, and quite simply, nobody knows sales performance better than we do.



Miller Heiman Group™