

# Improving Customer Service

Increasing Sales & Satisfaction



**Customer Service is an organization's ability to supply its customers' wants and needs. Improved Customer Service is constantly and consistently exceeding the customers' expectations.**

This class addresses these and many other areas:

- Identify Customers and their Characteristics
- Define Customer Service
- Incorporate the Hallmarks of Customer Service
- Include the Essentials of Customer Service
- Communicate for Success
- Answer Questions Diplomatically
- Educate Customers
- Solve Problems
- Deal with Difficult Customers
- Reduce Personal Stress

**When: March 10 AND 17, 1.00 – 5.00 PM (Wednesdays)  
September 15 AND 22, 1.00 – 5.00 PM (Wednesdays)**

**Where: SLC Conference Center, 352 Seventh Avenue (at  
30th Street), 16th Floor, New York, NY 10001**

**Cost: \$289 per person**

**Register: [www.improvingcommunications.com/registration.html](http://www.improvingcommunications.com/registration.html)**

**More information: [www.improvingcommunications.com](http://www.improvingcommunications.com) or  
call 516.317.2900**

Doing business with Improving Communications greatly improved our customer service representatives' communication skills. They treat our clients and customers in a more mannerly way. It has improved our everyday behavior, both internally and externally.

**Carol Vaughan, Vice President HR  
Interstate National Dealer Services  
[www.indes.com](http://www.indes.com)**