

# SHEPARD VT COURSE OUTLINES

## **The Customer Focus™**

### Course One – An Introduction to Creating Customer Amazement

Chapter 1 – Introduction: The definition of customer amazement: Better than average, all of the time.

Chapter 2 – Creating an Amazing Customer Experience: A world class example of customer service with a lesson from a taxi-cab driver.

### Course Two – Seizing the Moment

Chapter 1 – The Five Levels of Service: Where do you and your organization rank in the Five Levels of Customer Service, ranging from Unacceptable to Trademark?

Chapter 2 – The Internal Customer: Focusing on internal customers is just as important as the external customer.

Chapter 3 – Moments of Truth: Any “touch point” or interaction you have with your customer is an opportunity for them to form an impression.

Chapter 4 – Moments of Magic®: Any positive Moment of Truth is a Moment of Magic®

Chapter 5 – Customer Service is Not a Department. It’s a philosophy: Customer service is everyone’s responsibility, regardless of job title and responsibility. This chapter concludes with three simple customer service strategies that you will implement immediately.

### Course Three – Transforming the Moment

Chapter 1 – From Misery to Magic: Complaints are opportunities to show how good you are.

Chapter 2 – Problem Solving: Resolving complaints and solving problems.

Chapter 3 – Problem Prevention: Proactive complaint resolution.

Chapter 4 – The Complaint, the Problem and the Conflict: The perception of a complaint or problem belongs to the customer.

Chapter 5 – Solving Their Problems: Solving the problem isn’t good enough. You must also restore confidence.

Chapter 6 – How to Say “NO”: Even though our customers hate to be told “no,” sometimes it is necessary.

Chapter 7 – Recovering From a Moment of Misery™: Eight steps to help recover from a Moment of Misery™ plus three additional customer service strategies that you will implement immediately.

### Course Four: Improving the Moment

Chapter 1 – Focus on the Phone: Introduction to using the phone with strategies that also work with in-person, face-to-face interactions.

Chapter 2 – The Seven Principles: Seven basic phone strategies that focus on the customer.

Chapter 3 – Handling the Angry Caller: Simple solutions for dealing with an angry customer.

Chapter 4 – Looking at Complaints from Both Sides: Complaints are opportunities to show how good you are. Embrace them.

Chapter 5 – A Complaint Management Strategy: Defuse the anger or confrontation and resolve the complaint.

Chapter 6 – Moments of Innovation: A process to create an ever-improving organization.

Chapter 7 – Three More Customer Service Strategies: plus even More Moments of Magic.

Chapter 8 – Final Thoughts – Final comments about creating Customer Amazement.

Chapter 9 – Conclusion: The final three instantly implementable customer service strategies. And your final quiz!

## **Amaze Every Customer Every Time**

### Course 1: Amazement 101

Chapter 1 & 2 -Introduction and Case for ACE

Chapter 3 -The 7 Amazement Principles

Chapter 4 - The Five Areas of Amazement

### Course 2: Leadership

Tool #1 - Act Like You Own the Place & Drill

Tool #2 - Trust & Drill

Tool #3 - Debrief on Both Misery and Magic & Drill

Tool #4 - Befriend the Competition & Drill

Tool #5 - Adapt or Die & Drill

Tool #6 - Know the Value of Your Customers & Drill

Tool #7 - Know What Drives Your Success & Drill

Tool #8 - You Can't Be Good at Everything & Drill

Tool #9 - Play to Your Strengths & Drill

#### Course 3: Culture

Tool #10 - To Be the Best Place to Buy, Be the Best Place to Work & Drill

Tool #11 - Don't Take the Easy Way Out & Drill

Tool #12 - The Awesome Responsibility & Drill

Tool #13 - Defend the Culture & Drill

Tool #14 - Shift Your Vocabulary & Drill

Tool #15 - Adopt a Customer-First Mindset & Drill

Tool #16 - Celebrate Uniqueness & Drill

Tool #17 - Great Ideas Come From Everyone & Drill

Tool #18 - Consistency & Drill

Tool #19 - Tell the Story & Drill

Tool #20 - Be a Committed Learner & Drill

Tool #21 - Mentoring & Drill

Tool #22 - Starting Over & Drill Course 4: One-On-One

Tool #23 - It's Showtime! & Drill

Tool #24 - Treat Customers the Way They Want to Be Treated & Drill

Tool #25 - Focus on the Customer, Not the Money & Drill

Tool #26 - Manage the First Impression & Drill

Tool #27 - Engage! & Drill

Tool #28 - Ask the Extra Question & Drill

Tool #29 - One to Say Yes, Two to Say No & Drill

Tool #30 - Cross-Sell and Up-Sell! & Drill

Tool #31 - Last Impressions & Drill

Tool #32 - Be Accountable & Drill

Tool #33 - The Customer is Not Always Right & Drill

Tool #34 - Bounce Back & Drill

Tool #35 - Master the Art of Recovery & Drill

Tool #36 - Manage the Wait & Drill

Tool #37 - Avoid Loyalty Killers & Drill

Tool #38 - Seize the Moment! & Drill

#### Course 5: The Competitive Edge

Tool #39 - Own Your Mile & Drill

Tool #40 - Satisfaction is a Rating, Loyalty is an Emotion & Drill

Tool #41 - Be Easy to Do Business With & Drill

Tool #42 - Get Firsthand Experience & Drill

Tool #43 - Show Your Gratitude & Drill

Tool #44 - Don't Leave Loyalty to Chance & Drill

Tool #45 - Do What is Not Expected & Drill

Tool #46 - Deliver Amazing Follow-Up & Drill

Tool #47 - Stay in Touch & Drill

Tool #48 - Get Proactive & Drill

## Course 6: Community

Tool #49 - The Law of Reciprocity & Drill

Tool #50 -Do Local Well & Drill

Tool #51 - Loyalty Goes Both Ways & Drill

Tool #52 - Be Part of Something Bigger than Yourself & Drill

## Course 7: Create a Demanding Customer Create a Demanding Customer Final Words

### **5 Ways to Create an Amazing Customer Service Experience**

Chapter 1 - Introduction

Chapter 2 - It's Not the Product. It's the Experience

Chapter 3 - Who is Your Customer?

Chapter 4 - Amazing Customer Service

Chapter 5 - Customer Service Leadership: Act Like an Owner

Chapter 6 - Create Confidence

Chapter 7 – Conclusion

### **Six Steps to Creating a Customer-Focused Culture**

Chapter 1 - Introduction

Chapter 2 - The Proof

Chapter 3 - Step 1 - Define it

Chapter 4 - Step 2 - Disseminate It

Chapter 5 - Step 3 - Deploy it

Chapter 6 - Step 4 - Demonstrate it

Chapter 7 - Step 5 - Defend it

Chapter 8 - Step 6 - Delight in it!

Chapter 9 - Final Thoughts

### **How to Manage Angry Customers and Handle Customer Complaints**

Chapter 1 - Introduction

Chapter 2 - Who is Your Customer?

Chapter 3 - Moments of Truth, Misery, Mediocrity and Magic

Chapter 4 - Why it is Important to Deal with Customer Complaints

Chapter 5 - The Five Step Process to Handling Customer Complaints

Chapter 6 - How to Deal with Angry Customers / 24 Tactics (Part 1)

Chapter 7 - How to Deal with Angry Customers / 24 Tactics (Part 2)

Chapter 8 - What to Say and Not Say to an Angry Customer

Chapter 9 - The Power of Listening

Chapter 10 – Conclusion

### **Be Amazing or Go Home Course Outline**

#### Course 1: Be Amazing

Chapter 1 – Introduction

Chapter 2 – You Are Amazing

Chapter 3 – Anatomy of Amazement

Chapter 4 – From Misery to Amazement

Chapter 5 – The 7 Amazement Habits

#### Course 2: Amazing People Show Up Ready To Amaze

Chapter 1 – Show Up Ready to Amaze

Chapter 2 –Work on Lombardi Time  
Chapter 3 – Remember: You’re Always on Stage  
Chapter 4 – Look Beyond the Clock  
Habit No. 1 Activity

Course 3: Amazing People Are Proactive

Chapter 1 – Be Proactive!  
Chapter 2 –Create a Predictability Positive Experience  
Chapter 3 – Think Outside the Rulebook  
Habit No. 2 Activity

Course 4: Amazing People Want Feedback

Chapter 1 – Ask Directly for Feedback  
Chapter 2 – Rate Yourself  
Chapter 3 – Fulfill the Promise  
Chapter 4 – Commit to Constant, Never-Ending Improvement  
Habit No. 3 Activity

Course 5: Amazing People Take Personal Responsibility

Chapter 1 – Own It! Take Personal Responsibility  
Chapter 2 – A Common Purpose  
Chapter 3 – It’s Not My Fault – But Now It’s My Problem  
Chapter 4 – Go the Extra Mile  
Chapter 5 – Never Make an Excuse  
Habit No. 4 Activity

Course 6: Amazing People Are Authentic

Chapter 1 – Mean What You Say  
Chapter 2 – Get to “Yes,” Get to “And”  
Chapter 3 – Show R-E-S-P-E-C-T  
Chapter 4 – Personalize It!  
Chapter 5 – Share an Atkins Moment  
Habit No. 5 Activity

Course 7: Amazing People Turn Moments of Misery into Moments of Magic

Chapter 1 – Turn It Around  
Chapter 2 – Find the Why  
Chapter 3 – Don’t Avoid Complaints ... Manage Them  
Chapter 4 – Spot the Competition’s Moments of Misery  
Habit No. 6 Activity

Course 8: Amazing People Habitually Focus on Excellence

Chapter 1 – Make Excellence a Habit  
Chapter 2 – Cultivate the Leadership Mindset  
Chapter 3 – Sweep Like Beethoven Plays Piano  
Habit No. 7 Activity

Course 9: Final Farewell

Chapter 1 – Mediocrity is the Enemy of Amazing  
Chapter 2 – Congratulations Final Farewell