



Creating Customer Enthusiasm

This eight-hour course, *Creating Customer Enthusiasm*, introduces participants to successful methods for creating customer enthusiasm. Participants spend time understanding the differences between dissatisfaction, satisfaction, enthusiasm and loyalty in customer situations. The goal of building and sustaining trusting relationships is explored. Activities are used to apply the concepts. Participants are encouraged to use course time to reflect upon and plan action steps to improve actual customer situations.

PROGRAM OBJECTIVES:

This course uses a highly interactive teaching style, combining discussions of relevant theory and principles with practice simulations to create a rich and engaging learning environment to:

- Describe the importance of customer relationships
- Define and describe customer enthusiasm
- Identify strategies to build great customer relationships
- Create an action plan to improve customer interaction

COURSE CONTENT:

TripleWin Relationship Model: building relationship with customers

H.E.A.R.T.: behavior model – **H**onest Communication, **E**ffective problem solving & decision-making, **A**ccountability, **R**espectful Relationships, **T**rust

Satisfaction vs. Excitement: defining the differences and the gaps

Moments of Truth: defining the opportunities

Building Trust-based Relationships: how trust impacts all aspects of customer relationships

Listening to Our Customers: basic communication and listening theory

How to Create Customer Excitement: exploring opportunities and