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Essential Questioning and Listening Skills for Customer Service

Live Webinar October 1, 2014 • 1:00 PM - 2:00 PM ET

Increase engagement with your customer by creating a better communication partnership through simple question and listening skills.

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Toni Klawiter
Chief Operating Officer

When you don't ask, you can't sell. And when you don't listen ... you destroy trust, inhibit call resolution and often lose market share as a result. Is this any way to run a call center or help desk?

Mastering essential questioning and listening skills help you connect better with customers to close calls faster, identify systemic problems costing you money, uncover additional client needs which lead to upsell and cross sell opportunities and strengthen customer loyalty. The correlation is clear. This live webinar teaches you to ask better questions, listen actively and with empathy, understand the importance of meta-messages, and puts you in sync with your customers, their pain and pride, their needs and wants. Optimize your phone time through better questioning and listening skills.

General Information: Includes free downloadable manual with attendance. This live webinar may be recorded by Lorman Education. If you need special accommodations, please contact us two weeks in advance of the program. Lorman Education Services is not approved to offer self-study CPE credit for accountants; therefore, no CPE will be given for this program if ordered as a self-study package. ©2014 Lorman Education Services. All rights reserved.

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Live Webinar Registration

Live Webinar ID: 394120

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Call **866-352-9539** or

www.lorman.com/ID394120.

Printable registration form available upon request.

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Agenda

Why Questions Matter: History and Application of Questions Across Professions

- Types of Questions: Closed, Open and Rhetorical
- How and When to Use Each Type of Question
- Leading Through Questioning

Listening - the Power of This Forgotten Communication Skill

- Quotes and Selected Facts and a Quiz on Listening
- Levels of Listening and Conspiracies to Distract You
- Active Listening and Its Role in Quelling Concerns, Avoiding Escalations and Closing Calls Quicker
- Understanding the Meta-Message Within the Message

Questions and Listening: Communication Partnership

- Using Questions to Gather Information, Gauge Emotions, and Control the Interaction
- The Role of Vocal Variety, Tone, Inflection, Pauses and Mirroring
- How to Use Questions to Engage and Disengage
- Scripts and Phraseology for Disengaging and Importance of Last Impressions

Those Difficult Customers

- Questions to Calm, Quell and Pacify Disgruntled and Irate Callers
- Using Choice Questions to Obtain Customer Buy-in to the Solution
- Out of Bounds: Handling Inappropriate Behavior Like Profanity, Ad Hominem Attacks, Etc.

Gender and Global Concerns

- Differences by Gender
- Language Challenges
- Leveraging Technology

Faculty

Craig Harrison

- Founder of Expressions of Excellence™, a full service training firm
- Provides sales and service solutions for organizations, and communication and leadership skills for individuals
- Author of *Stellar Service: Merge NOW with WOW to Win Customers for Life!* (www.mergenowwithwow.com)
- Author of a series of books on communication and leadership, a pocketbook on leadership, three tips booklets, a CD, and hundreds of published articles on sales and service, communication, leadership, excellence and more
- Founding president, Pro-Track Speakers Academy of National Speakers Association - Northern California chapter
- Interviewed John Wooden, Sully Sullenberger, Harvey Mackay, and been interviewed by 60 Minutes, BBC Radio, and Financial Times of London
- Past president, International Customer Service Association of SF Bay Area - Silicon Valley
- B.A. degree, University of California at Santa Cruz
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