



athens customer
experience academy

by secretkey



29

NOVEMBER
Athens Life Gallery

CUSTOMER SERVICE WORKSHOP:

SUCCESSFUL INFLUENCING SKILLS

IN A CUSTOMER SERVICE
ENVIRONMENT

with

SARAH COOK

Workshop Aim

To help you increase your impact in influencing others and creating positive relationships in a customer service environment

Workshop Objectives

By the end of the workshop you will be able to:

- Describe approaches, skills and techniques to influence others effectively
- Identify your own influencing style and the impact it has on others
- Develop your ability to positively influence your customers, team members, managers and other stakeholders in a customer service environment

Target Audience

Customer Service Managers, Customer Service Supervisors, Team Leaders and Managers from Operations and HR who wish use proven techniques to successfully influence others in a customer service environment.

Why to participate

- Gain knowledge and understanding of best practice in influencing others in a customer service environment
- Learn about your own influencing style and its impact on others
- Learn the psychology of positive influence
- Identify the link between influence and resilience and what you can do to increase your levels of resilience
- Identify how you can better influence your customers, team members, managers and other stakeholders in a customer service environment
- Have an opportunity to practice your influence style and to receive feed back on this
- Develop a plan of action for influencing more effectively in a customer experience environment

Workshop Style

This training workshop is active and participative. During the sessions, delegates work in small table groups and in pairs. They take part in group discussions, self-assessments and exercises to bring the key learning points to life and relate them to their business context.



For registrations please contact T: +30 210 6096921 • info@secretkey.gr • www.secretkey.gr

IDENTIFYING AND NURTURING TALENT IN CUSTOMER SERVICE

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Workshop Agenda

- 09:00 Registration
- 09:30 Morning Session Begins**
- Introductions
 - The challenges of influencing others in a customer service environment
 - Influencing styles: Recognising the different styles of influence and your own preferred style
- 10:45 - 11:00 Refreshments & Networking Break**
- The underlying beliefs about assertive communication
 - Practical techniques to assertively influence others
 - Application of the tools and techniques through practice sessions with feedback
- 13.00 Lunch
- 14:00 Afternoon Session begins**
- What is resilience, why is this important in a customer service environment and how can this be used to help improve your influence?
 - Influencing in difficult customer and team situations
 - Practice sessions with feedback
- 15:15 - 15:30 Refreshments & Networking Break**
- Influencing in meetings and influencing upwards
 - Action planning
- 16.30 Close

"Quotes"

“You can have the most amazing customer service team in the world, but if you can't successfully influence others, you'll never create a win:win environment.”

‘Leadership is about inspiring others to achieve organisational goals. If we increase our influencing ability, we increase our capacity to lead.’

‘Successful influencing skills are critical in a customer service environment – to build effective relationships with customers and team members and to represent the voice of the customer with senior leaders in your organisation.’

Sarah Cook

Sarah Cook has over 20 years' facilitation and consulting experience specialising in customer experience and leadership development. Sarah began her business career with Unilever where she was Marketing Director responsible for European marketplaces. Having completed an MBA, Sarah moved into consultancy. Sarah has wide experience of helping organisations to improve their business performance via the quality of their customer experience. She helps individuals and teams to better influence the organisation to provide great levels of service quality as well as assisting leadership teams to develop talent management strategies for customer service. Sarah's style is energetic, business focused and pragmatic.

Recent projects include work around creating talent management strategies and increasing the influence of customer experience teams in organisations such as Barclays Bank, BUPA, Vodafone, National Trust, Standard Life, Network Rail, Meridien Hotels and Resorts, AXA Group, Roche Pharmaceuticals and Royal Bank of Scotland Group. Sarah has an M.A. from Cambridge University. She gained an MBA in 1991. She also has a degree in Psychology. Sarah is a Fellow of the Chartered Institute of Personnel Development and a Chartered Marketeer.

Sarah is an accredited coach and a licensed user of a wide range of psychometric instruments including MBTI, EQI, SDI and Prism. She is the author of over 45 books and manuals for managers including: 'Leading the Customer Experience', 'Change Management Excellence' and 'Customer Care Excellence'. Sarah is a judge at the National Training Awards and the Customer Experience awards.

