

# Turn Your Workplace Into a WOWplace®: Creating the WOW for Customers

## 1.5-Day Training Outline

### Day One

#### Section I: Introduction to the “WOW”!

- Workplace or WOWplace®? Worker or WOWER?
- Building relationships: what do (internal & external) customers want?
- Customer service mindsets & key concepts
- Setting & handling up-front customer expectations
- Two Sides of the “WOW!”: The “fun and creative” side and the “business” side

#### **Introduction to The WOWplace® Rules**

- Effective Leaders Don’t DEMAND Respect, They COMMAND It
- How do I make you feel? The role of attitude, empathy and respect in the WOWplace

#### Section II: The Fun & Creative Side of the “WOW”!

- WOWplace® Rule:** Innovation and Creativity Abound in the WOWplace
- Creative brainstorming and sharing of ideas
- Hit the “target”: tools for creating “WOW”! experiences
- Proactive & critical thinking skills: Using Negative Branch Reservation (NBR)
- WOWplace® Rule:** WOWERs Always Act According to Their Values
- The 1-2-3’s of Doing More Than Appear

#### Section III: The Business Side of the “WOW”!

- WOWplace® Rule:** Consistency is Key
- You never get a second chance to make a SECOND impression: the importance of follow-up
- Consistency = TRUST
- Setting the stage and planting the seeds for referral and repeat business (internal and/or external focus)
- Customer incentives and the importance of referrals and recommendations
- WOWplace® Rule:** WOWERs never let an opportunity for praise, recognition and reward go by!
- The power of “thank you” (letters/notes after the “transaction” is completed)
- What To Do When We’re Not Perfect: developing service recovery guidelines and policies

#### Section IV: Communications

- Active listening skills and listening for what’s NOT being said
- Differing communication styles
- Etiquette – telephone, face-to-face, e-mail
- Nuances of customer communications
- Dealing with difficult people
- Stress management dos and don’ts

#### Section V: Teamwork and Motivation

- Setting, implementing, and achieving personal and team goals and incentives
- Cross-training and backup
- Helping team members set priorities

### Day Two

#### Section VI: Wrap-up, Reinforcement, and Looking Forward

- Role-Playing, interaction and reinforcement of all concepts
- Tying personal work goals to team and corporate goals/vision/mission
- Setting & monitoring future weekly/monthly/annual goals
- Keeping each other accountable and motivated – self-assessment and accountability partners
- Team-Building exercise: Values & Service: “YOUR” Style! (with video deliverable)**