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Corporate Training & Development

Customer Loyalty
Team Development
Leadership Dynamics
Power Presentation Skills
Project Management Basics
Systematic Problem Solving

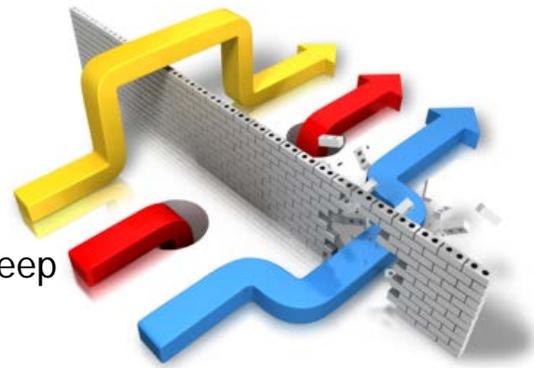
About Tracy Learning

The experts at Tracy Learning have been helping companies across the country and around the world transform their people and their business for over 20 years. We are the leaders in helping companies develop the necessary skills to meet the challenges of today's economy. Our satisfied clients include: Hewlett Packard, Ernst & Young, Cisco Systems, Blue Cross Blue Shield of Michigan, AeroJet, UK2Group, the New Zealand government and hundreds of other large and small businesses.



Why Choose Tracy Learning?

We go way beyond the industry standard of simply sharing great ideas. At Tracy Learning we dig deep and focus on behaviors that will propel your business forward with real, tangible, and measurable results. After participating in a Tracy Learning training session your organization will know **Why** change is needed, **What** to do, and most importantly **How** to implement effective practices for success.



Customer Loyalty

This one day work shop focuses on the skills service providers need to ensure their customer's needs are met and they are truly satisfied with all aspects of the service they receive.

What makes a customer choose one vendor over another? What makes a customer stay? Customer loyalty is all about one thing - happy customers.

The course centers on four main elements vital to customer satisfaction; Factors of Customer Satisfaction, Customer Interaction Process, Customer Loyalty Behaviors and Telephone Talk.



Course Outline

1. **Factors of Customer Satisfaction**
 - Five Key factors that build trust
 - What customers expect from you
2. **Customer Interaction Process**
 - Fix the Customer
 - Fix the Problem
 - Strengthen the Relationship
3. **Customer Loyalty Behaviors**
 - What to do and when to do it
 - How to deal with any situation
4. **Telephone Talk**
 - How to interact effectively with customers on the phone

