



# Customer Service

Resources from around the World



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## Customer Service

### 5 Values of Great Customer Service

Just as the composition of our workplaces has changed, so too have our customers. We serve people of different ages, ethnic backgrounds, races, religions, genders and physical abilities who speak a multitude of languages. What our customers value and expect in the service they receive will vary as well.

It is no longer good enough to speak of customer service in simple platitudes. Though the customer may be "number one", what that really means may vary from person to person. What feels like first class treatment to one customer, may be perceived as an insult by another.

The 5 Values of Great Customer Service takes on the challenge of formulating a values-based approach to meeting and exceeding our customers' expectations. By showing respect, personalising service, paying attention to cultural issues, showing we care about our customers' needs and advocating on behalf of our customers, we are able to tailor our service to the specific expectations of each individual.

The programme introduces the GREAT acronym. We learn to Greet, Respect, Evaluate, Adjust and Thank, as the steps needed to implement the 5 Values approach.

**Duration: 24 Minutes**  
**Purchase: \$750 +GST**  
**Producer: Quality Media Resources U.S.A.**

### An Inside Job: Meeting Internal Customer Needs

Everyone in an organisation forms part of a 'customer service chain'. But the chain is only as strong as its weakest link. In An Inside Job, Inspector Dapper (Edward Petherbridge) reveals how the chain leads from those dealing with external customers' right through the organisation.

Dapper investigates a 'serious violation of customer service' in the hotel mismanaged by Mr Jitters (Hugh Laurie). He identifies how people in departments not dealing directly with customers actually contributed to the crime.

Dapper outlines three steps to creating an effective internal customer perspective. First, identify your internal customers, finding out who they are and why they need you. Then, consult them about their needs. Finally, serve them, as though they were external customers.

By following these three simple steps staff can be motivated to put internal customer care into practice throughout their organisation - so that the smile the customer sees is not a sham.

**Duration: 23 Minutes**  
**Purchase: \$2000 +GST**  
**Producer: Video Arts U.K.**



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## Are You With Me?

### A GREAT REFRESHER FOR THOSE WHO INTERACT BY PHONE

Why does there seem to be one set of rules for how we behave when we're with people and a whole different set for how we act when we're on the phone?

When we interact with others on the phone, its easy to lose touch with the basic rules of common courtesy. The truth is, all too often, the telephone becomes an easy excuse for not connecting with people.

Are You With Me? is a refresher of how to use common courtesy on the phone.

**Duration: 22 Minutes**

**Purchase: \$790 +GST**

**Producer: Starthrower U.S.A.**

## Attitude is Everything (Just a Call Away Series)

The difference between ordinary service and great service is attitude. Show your people this video and they ll be able to see exactly what you mean.

Jackson Smith's wife has just gone into labour with the couple's first child, and like most new fathers, he's desperate to be there. The only problem is he's stuck in another state and has missed his plane home. With the next flight not being until the following morning, Jackson calls another airline to see if they can help out.

This is where he meets Billy. Billy seems like a nice guy, but with only six minutes to go until the end of his shift, the last thing he wants to do is to have to deal with a customer who wants heaven and earth moved.

Through Billy we discover how our attitudes can profoundly affect the lives of other people. After a few false starts, Billy eventually gets it right, and Jackson makes it to the hospital on time.

### Participants will learn to:

- Communicate using more than words
- Appreciate the importance of first impressions
- Be, and sound, sincere and interested
- Listen actively
- Turn prospects into advocates
- Feels good about offering great service

**Duration: 13 Minutes**

**Purchase: \$750 +GST**

**Producer: Our Bizniss Australia**

(Part of the Just A Call Away Series on telephone skills.)



## But I don't have Customers

This programme teaches your employees the steps and techniques for defining their internal customers and how to serve them appropriately. By asking questions, listening and keeping their word, your employees can create a positive and productive working environment, which will reflect on your external customers as well.

Great emphasis in today's workforce is placed on treating customers with respect and meeting their needs and expectations. But what more organisations are learning is that this emphasis needs to be placed on internal customers, too.

But I Don't Have Customers! can help your employees learn to value each other, which results in increased performance throughout your entire organisation.

### How-To Training Points:

- How to show respect for internal customers by determining their needs
- How to keep internal deadlines and make commitments that stick
- How to listen, ask questions and improve relations with co-workers
- How to review policies and procedures that may inhibit serving internal customers

**Duration: 21 Minutes**

**Purchase: \$990 +GST**

**Producer: Coastal U.S.A.**

## Boomerang

This training program offers a simple lesson to create happy customers, cooperative team colleagues and motivated employees. It's a powerful tool to develop emotional competence.

"Boomerang" explains the Reciprocity Urge – the basic drive, in all of us, that compels us to return favours, to repay kindness, to reciprocate when someone gives us something.

"Boomerang" introduces Bill, a manager whose team don't listen to him and resists change. A colleague explains the Reciprocity Urge and how Bill's behaviour may be the problem.

"You're friendly, they're friendly. You put yourself out, they put themselves out. If you listen, they listen".

Bill begins to take a good look at himself and to choose positive boomerangs, and ultimately learns how to get the most out of people.

**Duration: 10 Minutes**

**Purchase: \$695 +GST**

**Producer: Training Point Australia**

## Colleagues As Customers

Instil a positive attitude towards internal customer care. Use this pack to help you prepare a plan of action, to run workshops and to follow-up on activities to ensure the principles of good internal customer care are constantly reinforced and applied.

This program will help to illustrate how each and every individual in your organisation is a vital link in the internal service chain.

The case study examples will emphasise that internal customer care is achieved through teamwork and that even with the best intentions, an individual working in isolation can cause problems for colleagues and ultimately for the external customer.

The pack contains specific activities specially designed for senior management. Crucially, these enable you to gain management involvement in your program and encourage their commitment to internal customer care. The drama program contains two case study stories based on real events. One is from the public sector, the other from the private sector. Use one or both examples to highlight the importance of the internal service chain.

### Key Training Points:

- The benefits of good internal customer care for the individual, the team, the organisation and for the external customer.
- How to identify the working needs of colleagues and how to respond to them.
- How to communicate openly and honestly about your own work needs.
- How to identify and implement improvements to working procedures and practices.

**Duration: 37 Minutes**  
**Purchase: \$1500 +GST**  
**Producer: Feman U.K.**



## Coping With People Who Make Your Life Hell

Lois Grant's best selling book, "People Who Make Your Life Hell: Controlling the People Who Try to Control You" comes to life on video and DVD. This easy-to-use program begins with an animated review that demonstrates how the difficult personalities we encounter today actually appear in the nursery rhymes we learned as children. From "Mary, Mary, Quite Contrary" to "The Grand Old Duke of York", Lois relates today's people challenges to the archetypes of classic literature. She offers practical tips on how we can handle difficult bosses, annoying colleagues and frustrating employees. For each of the characters, we hear from a man or woman on the street about what it's like to work with these difficult people. Lois offers viewers deeper insight into handling each of these personalities. She offers advice on how to value their skills and maximise their contribution. At the same time she shows how to minimise the damage to the organisation and fellow team members.

**Duration: 30 Minutes**  
**Purchase: \$495 +GST**  
**Producer: Training Point/Mainyak Australia**

## Creating the Repeat Customer

Attitude is a fundamental factor in making your customers feel like more than just customers! Approaching customers with sarcasm will most definitely send people fleeing from your organisation. A happy image both in person and over the phone puts your employees and your business in a positive light.

Ross Shafer is a customer service professional. If he doesn't give his comedy club audience's laughter he's out of business! Sharing his experience, the viewer is taken on a humorous and fast-paced tour of businesses where customer service is key and other locations where the service ends up scaring customers away. Every viewer will be reminded of numerous ways to convey to the customer they are number one!

In viewing this programme you will be able to:

- Make a good first impression.
- Make a lasting impression.
- Show competence by listening to customers.
- Create personal relationships with your customers.
- Give customers more service than they expect.
- Resolve conflict efficiently.
- Thank customers for their feedback.

**Duration: 17 Minutes**  
**Purchase: \$295 +GST**  
**Producer: Kantola U.S.A.**

## Credibility Through Honesty (Part of the Service Impact Series)

A new customer service scenario, designed for today's high-efficiency, money-saving training needs.

**In Part 1**, an overwhelmed service representative, Terry, receives a call from a frustrated customer, Justine. When Terry realises he forgot about Justine's case, he tries to end the call before his manager finds out. He refuses to admit his mistake, and then lies. When caught by Justine, he blames his company and reveals sensitive inside information. When Justine asks to speak with his manager, Terry lies about his name and hangs up, costing the company a valuable customer.

**In Part 2**, Terry approaches the same situation differently. He promptly admits his mistake and apologises. He takes responsibility and ownership, immediately schedules corrective action, and accommodates Justine. He solves the problem, and wins another satisfied customer.

**Duration:** 5 Minutes  
**Purchase:** \$390 +GST  
**Producer:** Engaging Training U.S.A.

## Cross-Cultural Communication (Part of the Service Impact Series)

**Use this NEW release as an effective and quick way to get your message across!**

**In Part 1**, service representative Valerie receives a call from Lois, a customer from another culture. Valerie speaks quickly and uses slang, frustrating Lois. Valerie is impatient with Lois' accent and English, and belittles her, despite the fact that Lois has taken the time to learn Valerie's language. Valerie insults Lois, and loses a customer.

**In Part 2**, Valerie approaches the same situation differently, adapting to the customer's unique needs. Valerie speaks slowly, clearly, and properly. When Lois uses unfamiliar words, Valerie seeks to reframe to understand her. Despite being challenged by the communication difficulties, Valerie takes personal responsibility, finds a solution, and ultimately triumphs with yet another happy customer.

**Duration:** 5 Minutes  
**Purchase:** \$390 +GST  
**Producer:** Engaging Training U.S.A.

## Customer Service (Australian Communication Series)

This program focuses on both internal and external customers and clients using fictional current affairs show "On this Day" and its presenter Naomi Henderson as a case study.

Insufficient attention to the needs of external customers can result in a loss of sales and profit for an organisation. Loss of sales, jobs and productivity can also be a product of poor internal service.

**This program looks at the following:**

- Defining customer service and customers.
- What makes a better customer service practice?
- The customer transaction.
- Sustaining good customer service.
- Concluding the customer transaction.
- Dealing with difficult customers.

**Duration:** 23 Minutes  
**Purchase:** \$495 +GST  
**Producer:** VEA Australia

## Customer Service Connection

**Skills, Attitudes, and Policies that Win Customers**

**Learn how to:**

- Manage rushed and overly-busy situations.
- Handle angry and manipulative customers.
- Reduce conflict and stress.
- Increase customer loyalty.
- Communicate customer information throughout your organisation

Successful companies put customers at the centre of every decision and every transaction. Good customer service requires tact, consideration, and conflict management skills. Understanding customers requires sensitivity to customer cues and the ability to listen.

**Learn to respond to each customer's needs in ways that both please your customer and build your organisation.**

**Duration:** 26 Minutes  
**Purchase:** \$295 +GST  
**Producer:** Kantola U.S.A.

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## Customer Service Package

Psychologist Peter Quarry presents an awareness package for frontline staff - permanent or casual.

Duration: 20 Minutes

Purchase: \$295 +GST

Producer: 7 Dimensions Australia

## Customer Service Zone

In the galaxy of customer service, Curt Hinderman's lost in space - until the tables are turned as he finds himself needing urgent help from his customers. Aided by the mysterious Angela, Curt discovers what customer service is, while taking your audience on a journey of discovery: just serve others the way you want to be served. As this fresh, entertaining customer service training video unfolds, you'll find your audience completely absorbed by the learning points, as training becomes simple yet highly effective.

**Customer Service Zone** is an essential part of any customer service training program. This engaging, versatile customer service training video will help make your training fun, easy and highly effective.

### Key Learning Points:

- **Welcome:** immediately greet customers in a friendly and professional manner
- **Hear:** ask customers how you can help, and listen carefully
- **Accomplish:** own the issue and take action until customers' needs are satisfied
- **Thank:** thank the customer and invite them to return

### W.H.A.T. makes great customer service!

*Ideal for all training needs:* Produced with a diverse cast in a variety of settings, **Customer Service Zone** can be used as a:

- corporate customer service training video
- retail customer service training video
- bank customer service training video
- restaurant customer service training video
- health care customer service training video

Duration: 18 Minutes

Purchase: \$890 +GST

Producer: Engaging Training U.S.A.



## Customer Talks Back

This program is designed to motivate your team to rethink the simple needs of customers and apply skills that meet these needs. The program will be great as a feature around which you can run a series of training sessions, a conference or team meeting session starter where the focus of the session is service and the part it plays in your enterprise or as an induction program for every new team member to focus them on what service is all about.

### Key Training Points:

- Acknowledging your customer.
- Smiling.
- Knowing what upsets customers.
- Knowing your products or services.
- Giving the customer the right amount of attention.
- Respect.
- Handling customers on the phone.

Duration: 10 Minutes

Purchase: \$625 +GST

Producer: Training Point.Net New Zealand

## Customer Value - The Only Thing That Matters (Total Quality Service Series)

Learn what gives value to your customers, internal or external, so they choose you over the competition. Uncover the "invisible truth" about your customers and how to use the concept of "customer value" to gain a lasting competitive advantage. A must whether you are a manufacturer, or a service business.

### Key Training Points:

- How the concept of customer value fuses together product quality and customer service.
- Why customer value is a useful focus for any organisation - manufacturing or 'service' - or any part of an organisation.
- How an organisation can find out what gives value to customers.
- The different types of customer value.
- Which types of customer value will give your organisation a competitive edge.
- How to engineer a Customer Value Package to deliver value.

Duration: 12 Minutes

Purchase: \$295 +GST

Producer: Training Point Australia

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## Customers From Hell

Sometimes it seems that there's no way to please certain customers. This rib-tickling selection of clips illustrates just how difficult some customers can be.

**Duration:** 13 Minutes  
**Purchase:** \$495 +GST  
**Producer:** Video Arts U.K.

## Dealing With Difficult Customers

This program covers important principles in dealing with difficult customers within the customer service industry. Included are feature interviews with service and training professionals from Safeway/Woolworths, The Windsor Hotel Melbourne, Jennifer Allcorn - difficult customer specialist from Gordon TAFE, and the 2004 Best in Australia Industry Award winner, Melbourne restaurant Jacques Reymond. The program offers sound advice for dealing with difficult customers in an easy to understand and practical way. Various role plays are included to demonstrate points and interviews with professionals who work in a variety of areas within the customer service industry. It is an informative mix of expert knowledge with excellent examples on how to deal with difficult customers.

**Duration:** 25 Minutes  
**Purchase:** \$495 +GST  
**Producer:** VEA Australia

## Demanding Customers

Anyone in an organisation who has customer contact has to face, at times, demanding customers. Front-line staff will be able to tell you who they are, as well - those who nit-pick, those who talk too much, those who demand immediate and unconditional attention no matter who might be inconvenienced as a result - the list goes on. Dealing with people such as these can be irritating and frustrating, enough to break the will power even of the customer service paragons in your organisation. Yet we need to be able to deal with them efficiently and politely because, in the end, they are all customers whose loyalty we need and value.

The message in Demanding Customers is that the way we handle these people has to be P.E.R.F.E.C.T. a useful acronym that stands for: Polite, Efficient, Respectful, Friendly, Enthusiastic, Cheerful, Tactful

**Duration:** 25 Minutes  
**Purchase:** \$2000 +GST  
**Producer:** Video Arts U.K.



## Diffusing Hostility in Customer Service

### Volume III of the Training Scenes Library

Diffusing Hostility - Customer Service Training Scenes is intended to provide trainers, managers and employees with powerful tools that can stimulate discussion around the complex issues of dealing with hostile customers. The scenes will help customer service personnel develop skills to calm difficult situations, win the customer back into a respectful relationship, identify where organisational procedures negatively impact customer service, provide positive alternatives for angry customers, and know when a hostile customer crosses the line and becomes a safety risk.

### Program Content

Diffusing Hostility - Customer Service Training Scenes consist of 4 workplace dramatisations, each followed by a discussion of the issues presented. These include:

- recognising a customer's hot button
- showing a customer that you hear them and you care about their concerns
- keeping organisational procedures from angering a customer
- determining a customer's needs
- providing creative alternatives to meet customer needs
- keeping the customer informed
- putting customer and employee safety first

**Duration:** 14 Minutes  
**Purchase:** \$750 +GST  
**Producer:** Quality Media Resources U.S.A.

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## Dimensions of Service (Part of The Service Impact! Series)

In Dimensions of Service, you'll discover the secrets of improving customer satisfaction by seeing all facets of the client experience. Larry is a manager facing declining customer satisfaction. He launches a new initiative to speed up response time – but satisfaction actually goes down. We see this happen when a customer, Justine, doesn't receive a call back as promised, and is frustrated that her issue hasn't been resolved. The service rep Stacy – who is proud of her job and always does what management asks – counters that she is doing her job: answering phones quickly.

Larry's superior, Wendy, explains that you need to understand all dimensions of service to achieve first-class customer satisfaction. He tries a new initiative, looking at all dimensions of service. When Larry starts measuring other facets such as resolution time, Stacy enjoys the additional challenge and resolves issues quickly. When Stacy informs Justine that her issue will be resolved shortly, she wins another satisfied customer.

**Duration: 5 Minutes**  
**Purchase: \$390 +GST**  
**Producer: Engaging Training U.S.A.**

## Drop Everything for the Customer (Tom O'Toole)

### Customer service the Beechworth Bakery way!

This is an inspirational guide for any-sized business, exploring 'the secret' that made the Beechworth Bakery what it is today.

Presented in four bite-sized sections, Tom's methods, ideas and advice are practical and simple to implement. Observe Beechworth Bakery customer service in action and find out how to cultivate and grow this vital component in your business.

As a self confessed kindergarten dropout, who doesn't know his ABC's; Tom is living proof that anyone can achieve their dreams when they are prepared to do that little bit extra.

**Duration: 15 Minutes**  
**Purchase: \$390 +GST**  
**Producer: Beechworth Bakery Australia**



## Five Star Teamwork

How is it that certain teams achieve extraordinary excellence, day after day, year after year and manage to stay committed to each other, their customers and their organisation's mission?

This new programme features the remarkable team at the Four Seasons Restaurant in New York City. Long regarded as a premier destination and widely thought of as one of the best restaurants in the world, the Four Seasons team lives by a set of principles that are universal to any team, in any environment. There are no actors, no experts and nothing is contrived-just a real-life, high performing team delivering excellence day after day, year after year.

Just as an example, one of the most important principles of the team is their commitment to each other. An uncommon promise that is one of the traits that set them apart from all others in any setting. They know that unless they take care of each other first they will not be able to provide the level of service required by the pressure-cooker atmosphere of the restaurant.

### The five principles:

1. Commitment to Each Other
2. Commitment to the Mission
3. Commitment to the Customer
4. Commitment to Resolving Conflict
5. Commitment to the Details

**Duration: 17 Minutes**  
**Purchase: \$990 +GST**  
**Producer: Workplace Publishing U.S.A.**

## Fizzle Factor (Total Quality Service Series)

You can learn from the mistakes of others so that your service improvement program will not fail. Identify the six pitfalls to avoid when implementing a quality service program, or any other large "cultural change".

### Key Training Points:

In this program, Karl Albrecht identifies six traps or pitfalls to avoid when implementing a Total Quality Service or any other quality improvement program. He warns against:

- Low management commitment.
- Giving up when times get tough.
- Middle management resistance.
- Not winning the heart and minds of people.
- Using the old style of management.
- Measurement psychosis.

**Duration: 17 Minutes**  
**Purchase: \$ 295 +GST**  
**Producer: Ash Quarry Australia**

## Getting Organised to Serve

### The Improving Service Series - Module 2

This model outlines how organisations can get their 'service mix' right by:

- Overhauling internal systems.
- Removing service barriers.
- Streamlining organisational structures and functions.
- Motivating staff to serve.

#### Key Training Points:

Getting Organised to Serve begins by:

- Establishing the goals for service and the 'service mix'.
- Evaluating internal systems and staff.
- Evaluating structures and functions.
- Motivating staff.

#### Getting Organised to Serve contains two programs:

##### Program one: The Service Mix

This program looks at a number of elements which every organisation needs to examine. What is the right 'service mix' for any organisation that wants to provide excellent service?

##### Program two: Inside Workings

This program explores the key internal issues which affect the level of service offered. How does an organisation go about achieving the right 'service mix'?

**Duration:** 40 Minutes

**Purchase:** \$295 +GST

**Producer:**

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## Give Em The Pickle

These days, everyone is familiar with the term "customer service". Phrases such as "we put the customer first" or "the customer is always right" adorn the walls and desks of businesses everywhere. But there's more to customer service than hanging a poster or talking about it. The country's most successful businesses have learned that customer service is their business. So your decision to take your team through customer service training puts you in good company.

Serving the customer is a noble profession. But how do you get your team to understand that what they do is more than just a job? It is an opportunity to connect with people, to brighten a day, to possibly make a difference with the people who buy your service or product. That personal connection could be literally face to face with a customer or it could be the personal touch and pride associated with something that will eventually wind up in front of the customer. It's that customer connection that drives your business. It's that customer connection that makes it a noble profession.

This training program will help you inspire your team and act as a guide as you and your employees commit to raise the level of service offered to your customers. With humour and anecdotal stories, restaurateur Bob Farrell illustrates how easy it is to treat each customer like "the boss" by giving them what they want.

#### Key Training Points:

##### Service

Make serving others your number one priority. Great customer service happens when you exceed customers' expectations by adding your special touch and by having the courage to make things right.

##### Attitude

Choose your attitude. How you think about the customer is how you will treat them. A shining attitude is contagious around customers and shows in the quality of your work.

##### Consistency

Customers return because they like what happened last time. Set high service standards and live them everyday.

##### Teamwork

Commit to teamwork. Look for ways to make each other look good. In the end, everything everyone does end up in front of the customer.

**Duration:** 18 Minutes

**Purchase:** \$1500 +GST

**Producer:** Media Partners U.S.A.

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## Glad I Could Help

### Building Customer Loyalty: Real Customer Service Situations for Discussion

There's no tougher business situation than dealing with an angry customer, whether external or internal to your organisation. Now, you can equip employees to handle those calls and confrontations without getting rattled. What's more, they'll become experts at working through misunderstandings, misinformation and frustration over policies and practices, while helping angry customers feel heard and valued in the process.

#### Learning Point Highlights:

- Provides techniques for staying calm when dealing with angry customers
- Shows a variety of ways to defuse anger and respond to complaints
- Trains employees in resolving issues with unhappy customers

Duration: 21 Minutes

Purchase: \$990 +GST

Producer: VisionPoint U.S.A.

## How To Connect in Business in 90 Seconds or Less!

**How to Connect in Business...in 90 seconds or less** is a fun, motivational training video that will teach your employees how to naturally make a genuine connection with everyone they meet.

In business as well as life, the failure to build trust and rapport can be insurmountable, while the rewards of a good first impression are almost immeasurable.

**How to Connect in Business...in 90 seconds or less** can have a life changing impact on customer relationships and sales success as well as every other personal relationship in your employees' lives.

Duration: 16 Minutes

Purchase: \$890 +GST

Producer: Media Partners U.S.A.

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## How to Connect in Healthcare ...in 90 seconds or less

**In healthcare as well as life**, the failure to build trust and rapport can be insurmountable, while the rewards of a good first impression and positive connection are almost immeasurable. In **How to Connect in Healthcare ...in 90 seconds or less**, Nick Boothman uses real world healthcare scenarios to demonstrate the importance of building a trust relationship with those we serve.

This engaging and motivational video will teach your team how to naturally make a genuine connection with patients, family members, co-workers...everyone they meet.

**How to Connect in Healthcare** will teach viewers how to:

Choose the right **ATTITUDE**: be welcoming, empathetic, curious and resourceful  
Send the right **SIGNALS**: with your face, body and voice.

Get them **TALKING**: investing in listening pays off in trust.

And **How to Connect in Healthcare in 90 Seconds or Less** will result in...

- Increased patient satisfaction
- Strengthen co-worker relationships
- Improved customer service
- Raises in productivity & fun at work

Duration: 21 Minutes

Purchase: \$890 +GST

Producer: Media Partners U.S.A.





## How To Lose Customers Without Really Trying

It's easy to put customers off; just be aggressive - or defensive. Thankfully, it's equally easy to keep customers satisfied. From sales to services, at a retail check-out or a reception desk, the same guidelines apply - as this program clearly demonstrates.

Customer care can be trying, not all customers are pleasant. But it is vital to treat them all as personal guests, making them welcome and indulging their whims. Yet too many staff resort to attacking behaviour - by being patronising or superior - or defensive behaviour - where they ignore the customer altogether or fail to accept responsibility.

These humorous sketches lay the foundations for customer care and provide a concrete set of behavioural rules to make customers happy to come back again and again.

This program provides a memorable demonstration of the do's and don'ts of customer care. These include finding the real need behind a request, agreeing to a solution with a customer and seeing things through to a successful conclusion.

### Key Training Points:

- Put yourself in the customer's position.
- Identify the customer's real need.
- Acknowledge and involve the customer.
- Accept responsibility, even if it is not your fault.
- See it through until the customer is satisfied.

**Duration: 33 Minutes**  
**Purchase: \$2000 +GST**  
**Producer: Video Arts U.K.**

## Humour Points: Customer Service

Some thoughts on customer service come our way as Gary reminisces about the local coffee shop and old fashioned hotel service.

**Duration: 5 Minutes**  
**Purchase: \$250 +GST**  
**Producer: Training Point. Net New Zealand**

## If Looks Could Kill

This light-hearted program raises some simple but key issues, and expresses them in a professional, down-to-earth manner. Any staff watching this program will learn how to deal with customers by being professional and choosing their behaviour. Personal problems and prejudices should be hidden, and customers should be welcomed and put at their ease.

### Key Training Points:

- Behaviour breeds behaviour.
- Behaviour is a choice.
- Behaviour can be used to help a transaction.

**Duration: 28 Minutes**  
**Purchase: \$2000 +GST**  
**Producer: Video Arts U.K.**

## Inside Information: A Silo-buster's Guide to Internal Customer Service

Most organisations recognise that exceptional service is vital to winning and retaining customers – but very few treat their internal customers with the same level of respect and support as they do their external customers. Those that do are stronger, more effective and more productive. The performance of every individual within the organisation depends upon the performance of others and unfortunately a 'silo' mentality is all too common. Mistakes are seen as the fault of other groups, and problems as the responsibility of other departments.

This programme is suitable for all those who want to break down 'silos' in their organisations and build productive working relationships with people from different departments. It will teach you what internal customer service is and why it is important, how to communicate with internal customers and meet their needs, and ultimately how to work together with a sense of trust and shared purpose.

### Key Training Points:

- Develop closer, more efficient working relationships with those in other teams/ departments, along with a sense of respect and unity
- Treat internal customers in the same way as external customers, giving them the best possible support and service
- Communicate effectively with internal customers and identify each other's expectations
- Work with colleagues to put the interests of the organisation – and the external customer – before the narrower interests of your own departments

**Duration: 20 Minutes**  
**Purchase: \$2000 +GST**  
**Producer: Video Arts U.K.**



## It's Personal - For You and the Customer

A part of The S.A.L.E. Series, Coach the S.A.L.E. for Sales Managers

It introduces the multiple roles, responsibilities, knowledge and skills required of an effective sales manager. Participants will experience a variety of learning activities, including opportunities to explore and practice skills and strategies related to modelling the S.A.L.E. process, setting goals and expectations, managing accounts and applying the coaching process.

### The S.A.L.E. Process:

- S - Set the stage
- A - Analyse needs
- L - Link to solutions
- E - Establish commitment

### The Four-step Coaching Process:

1. Identify the S.A.L.E. issue.
2. Get agreement on the problem.
3. Agree on an action plan.
4. Follow up

### Key Training Points:

- Having the right attitude.
- Knowing your business.
- Communicating positively.
- Taking responsibility.
- Learning from experience.

**Duration:** 36 Minutes  
**Purchase:** \$ 990 +GST  
**Producer:** Supernova U.K.

## It's Your Call: Connecting With Customers Over The Phone

Ross Shafer, winner of six Emmy Awards, takes a break from Hollywood to put a fun face on the skills that matter when answering a business call.

Ross takes Mike, a warehouse worker, and puts him on the company telephones during what should be a quiet lunch hour. But before Mike can get the hang of it, he stumbles through a series of funny—and all too realistic—mistakes, proving that great telephone customer service takes real skill. Once he understands it's harder than it seems, Mike gets down to business.

**In this humorous telephone customer service DVD, we learn:**

- 13 crucial do's and don'ts for basic telephone courtesy.
- 5 essential elements for taking phone orders and generating extra sales.
- A sure-fire 3-step formula for handling angry callers.

Good customer service is a combination of skill and attitude, both of which are even more important over the phone. Professionalism and knowledge help make every call smooth and simple for the customer.

**Duration:** Minutes  
**Purchase:** \$295 +GST  
**Producer:** Kantola U.S.A.

## Johnny the Bagger: Service from the Heart

**Based on a TRUE STORY.**

*Johnny the Bagger* packs groceries at a local supermarket. This film celebrates his incomparable power of customer service delivered from the heart. Based on the work of noted author and speaker, Barbara Glanz, this inspiring new program features the true story of "Johnny," a young man with Downes Syndrome who made a positive choice about his personal responsibility to provide from-the-heart service and changed the culture of an entire organisation.

This programme will help motivate your employees to take personal responsibility for creating a positive, memorable experience for internal or external customers; the kind of experience needed to generate customer loyalty, improve employee retention and strengthen team morale.

### Learning Point Highlights:

- Explains why truly extraordinary service must come from the heart (i.e., from person-to-person connections, not business-to-person connections)
- Outlines the key mindsets and daily actions that are necessary to deliver exceptional, memorable customer service
- Equips participants to add their own "personal signature" to their work to surprise and delight customers

*"The only thing your competition can't take away from you is the relationship your people have with your customers. After you experience Johnny the Bagger, you will see how you and everyone in your organization can make a difference in your customers' lives. The memories you create will keep people coming back—and bringing their friends—for years to come."*-Ken Blanchard

**Duration:** 17 Minutes  
**Purchase:** \$1100 +GST  
**Producer:** VisionPoint U.S.A.



## Just Incredible! Second Edition

While customer service training is obviously not new, smart companies always look for refreshing new approaches to reinforce service techniques and inspire commitment among front-line personnel. **Just Incredible!** is a refreshingly different video that uses humour, drama and irony to demonstrate how customer service really does make a difference.

### Key Learning Points:

- Knowing the product or service you are representing.
- Treating customers with tact, honesty and courtesy.
- Knowing the right way and the wrong way to deliver customer service.
- Understanding the negative effects of poor customer service.
- Effectively handling difficult customers.

Duration: 23 Minutes

Purchase: \$990 +GST

Producer: Costal U.S.A.

## Kangaroo

This fully animated program will surprise viewers with the latest scientific research about happiness, that one of the best ways to achieve it is through caring for others and wanting to help them. This is a superb session starter or training aid for customer service, teamwork or leadership development.

The story of Dooley, the kangaroo...Dooley has lost his hop. It is not that he is depressed...he is just not 'hoppy' at work. Not much good for a kangaroo! He goes to see Valmay, the koala bear Motivational Specialist. Dooley thinks that more pay and a promotion will increase his hoppiness. But Valmay tells him about the latest scientific research.

The surprise is that caring for others and helping them will increase your happiness! Through a series of exercises, Valmay helps Dooley see how he can apply this simple principle to his work.

By caring for customers and supporting fellow team members, Dooley discovers that he feels better...both psychologically and physically. He goes back to his team to share this powerful message, and together they all come up with a range of practical ideas for implementing this powerful insight.

Duration: 7 Minutes

Purchase: \$395 +GST

Producer: Training Point Australia

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## Keeping Customers Cool

Keeping Customers Cool provides frontline staff with practical, focused training in handling customer complaints. It highlights that staff behaviour is the key to stopping a difficult situation turning into an explosive one. It's their ability to respond positively to the customer - not losing their temper or showing their irritation - that is crucial. The drama follows a young package holiday rep who is given an insight into how customers over the world over act as they do, and why they end up being branded as difficult. By 'listening', 'questioning', 'empathising', 'confirming' and 'taking action', the rep gains the confidence to deal with customers and turn the difficult situations into positive ones.

Duration: 33 Minutes

Purchase: \$2000 +GST

Producer: Video Arts U.K.



## LALC: Leadership For Quality Service

In this program, hear from a former Disney executive about how leadership can ensure that high quality customer service is consistently delivered.

### Key Training Points:

- The importance of a strong, consistent service message.
- Empowering front line employees to provide service.
- Maintaining service enthusiasm for the long term.
- The difference between managers and leaders.

Duration: 11 Minutes

Purchase: \$295 +GST

Producer: Training Point Australia





## LALC: Managing Contractors

In this program, find out the essential steps to managing contractors. Learn how to avoid the typical pitfalls to ensure the job is done and the relationship is maintained.

### Key Training Points:

- The differences between managing employees and contractors.
- Tips for hiring contractors.
- Importance of clearly scoping the job required.
- Strategic vs. tactical use of contractors.
- Managing sub-contractors who are several steps removed.
- Terminating and reviewing a contract.

Duration: 14 Minutes

Purchase: \$295 +GST

Producer: Training Point Australia

## Levels of Learning (part of the Service Impact Series)

In **part 1**, Carlos is an experienced rep – he knows the product backwards and forwards, and assumes everyone else does too. That’s his fatal flaw: he’s an unconscious competent: highly skilled, but doesn’t realise it. His customer Justine, in contrast, is a conscious incompetent: she doesn’t know the product – filling her with anxiety. So when Justine calls Carlos, he’s frustrated and Justine receives no useful help. Carlos’s co-worker Stacey, in contrast, is an unconscious incompetent: she’s clueless and doesn’t know it. So when a customer calls, she flippantly admits she doesn’t how to help him – making herself and the company look bad.

In **part 2**, Angela is an experienced rep, patient and helpful with those new to the product. She’s a conscious competent: highly skilled and (humbly) knows it. Her customer Warren, in contrast, is having technical trouble – which makes him anxious about his job and reputation. Angela is instantly aware of Warren’s inexperience, puts him at ease, and solves the issue. New rep Mia, like Warren doesn’t know the software, and is painfully aware of the fact, afraid of how it makes her look on the job. So when Mia receives a call she doesn’t know how to handle, Angela recognises the situation, puts her at ease, and effectively guides her in helping the customer

Duration: 5 Minutes

Purchase: \$390 +GST

Producer: Engaging Training U.S.A.

## Mad About Customer Service

This program features the world famous Pumpkin Method.

True professionals turn things around when they’re going off the rails.

Sharyn, Rick and baby Toby have flown half way across the country to attend a wedding the following day. Sharyn is the bridesmaid. When they arrive at the luggage carousel we have a tired baby, exhausted parents and the day is not over – so imagine their annoyance when their bags don’t arrive – no favourite toy for Toby, no bridesmaid’s dress.

Michelle is the customer service representative who has the task of managing the problem – a tough job. Michelle wants to do the right thing. She’s enthusiastic and committed to her job. However when Michelle’s good intentions are misinterpreted the situation escalates from bad to worse – everything from threats to bad language.

As Michelle masters some very valuable skills, she discovers that “how” she handles the situation is just as important as whether she actually solves their problem. She learns:

- Why process is more important than outcome.
- The Flag, Purpose and Permission technique.
- The world famous Pumpkin Method for handling abusive language.
- How to take responsibility and go the extra mile.

Come with us on Michelle’s journey of self-discovery and skill building so that you and your company can smooth the way through any difficult situations and maintain the loyalty and trust of your customers.

Duration: 14 Minutes

Purchase: \$995 +GST

Producer: Our Bizness Australia



P r i c e s a r e s u b j e c t t o c h a n g e w i t h o u t n o t i c e

## Making Dough with Tom O'Toole

As a self confessed kindergarten dropout, who doesn't know his ABC's; Tom is living proof that anyone can achieve their dreams when they are prepared to do that little bit extra.

In 1984 **Tom O'Toole** purchased a struggling bakery in Beechworth and has turned it into one of Australia's greatest retail success stories. Tom happily shares the secrets of his success through his products and speaking engagements.

**"Business is so simple, most of us miss it! Its simple – not easy, don't get simple and easy mixed up."**

Tom is extremely proud of his staff and encourages initiative and participation. He hires for attitude and trains for skills. He looks for enthusiasm, that highly contagious spark and believes in the power of the people in his business.

This DVD, **Making Dough**, the first in the series, invites you to visit Tom and his staff on the job at the Beechworth Bakery and hear their take on business and life.

Presented in two parts, part one is a fascinating and witty 15 minutes of ideas, practices and recipes on business success the Beechworth Bakery way.

Part two features Tom live on stage in his capacity as one of Australia's leading inspirational speakers.

**Duration: 15 Minutes**

**Purchase: \$390 +GST**

**Producer: Beechworth Bakery Australia**

## Managing For Customer Care

In this program, learn how to get your managers committed to their role in customer care. And show them how to motivate, equip and empower their people to deliver truly excellent customer service.

Clear examples and positive role models in this program reveal managers' vital role in successful customer care.

Encourage your managers to think how they can create and sustain a positive approach to customer care. The varied examples in the program are a good way to generate discussion and ideas.

By concentrating on customer perception in their own organisation, managers can come up with ideas for improving the service to their customers - without spending more money on additional resources.

### Key Training Points:

- Helping managers to understand what customer care really is.

- Helping managers to understand the importance of excellence in customer care.
- Helping managers to understand their role in providing excellent customer care.
- Giving managers the skills they need to help their people deliver excellent customer care.

**Duration: 30 Minutes**

**Purchase: \$1500 +GST**

**Producer: Fenman U.K.**

## No Complaints Part One: Complaints and the Customer

The link between customer complaints and quality is tackled in this new two-part series. Part One shows the five steps to solving the customer's problem. Part Two shows how to prevent the problem recurring.

This two part program shows the vital link between customer satisfaction and quality. It highlights how complaining customers are an invaluable source of information for improvement.

Part One: Complaints And The Customer is a convincing portrayal of three different situations where staff have to cope with a complaint:

1. Face-to-face with an irate customer in the store.
2. Over the phone with a high-powered individual who makes regular and increasingly sarcastic calls.
3. By phone with a dissatisfied supplier demanding payment.

Part One shows the five rules for handling complaints. In each instance we learn that the first priority is to cope with the emotional side of the complaint by listening to the customer and secondly, by sympathising with their predicament. The next objective is to get to the root of the problem by asking the right questions. By identifying the causes of the trouble, an appropriate course of action can be agreed.

### Key Training Points:

- Listen and sympathise.
- Ask the right questions.
- Agree a course of action.
- Check it is carried out.

**Duration: 24 Minutes**

**Purchase: \$2000 +GST**

**Producer: Video Arts U.K.**



## No Complaints Part II: Complaints and Quality Management

There is only one thing worse than a problem which leads to a dissatisfied customer and that's a problem that crops up again and again because no-one has attempted to solve the underlying issue.

There are three areas that give rise to complaints; people, processes and products. Complaints And Quality Management shows how to avoid complaints reoccurring by identifying the root causes and then using the information to improve the quality process.

Jackie Hassall (Dawn French) the retail manager of Parker & Gibbs responds to persistent complaints by initiating a witch-hunt. But she soon learns that it's better to research the problem without apportioning blame.

Jackie then learns that, rather than sort out a problem on her own, she should let the people involved find the solution. Next, Jackie discovers that problems often lie in the lack of co-ordination between different departments, so she must get departments networking. Finally, Jackie learns to agree measurable targets and monitor them.

Successful organisations appreciate the link between complaints and total quality management. They know how to handle complaints when they arise and most importantly take action to prevent them from happening again.

### Key Training Points:

- Investigate - don't accuse.
- Let staff find the solution.
- Get departments networking.
- Agree and monitor targets.

Duration: 32 Minutes

Purchase: \$2000 +GST

Producer: Video Arts U.K.

## People

Have you been looking for that one program you can use in all of your:

- Leadership
- Management Training
- Supervisory Training
- Interviewing
- Performance Appraisal
- Personal and Career Development
- Values
- Coaching & Mentoring
- Interpersonal Skills
- Diversity
- Harassment

- Conflict
- Listening
- Customer Service
- Teamwork

...and any other communication-based program you conduct?

People is a visually engaging four-minute launching point to any session you're conducting on these topics. It's a program that won't interfere with the skills you teach; it only reinforces what you've already developed.

People was originally inspired seven years ago by a mere three lines from a poem, and was more recently impassioned by observing the outpouring of global humanity after the unfortunate tragedies of our new century.

This program beautifully illustrates the potential of these universal human traits of kindness, generosity, and respect in our workplaces. This powerful, four-minute program gets to the heart of the one thing that unites all people on earth. This one thing is the key to success in all our relationships.

Find out what this one thing is - preview People today! You've never seen anything quite like it. It is not a meeting opener. It is a session anchor, an essential tool for every program you conduct.

Duration: 4 Minutes

Purchase: \$595 +GST

Producer: Workplace Publishing U.S.A.

## Putting Customers First (Creating a High Performance Workplace Series)

Mobil and Centrelink have set out to provide outstanding quality service. Key strategies for achieving superior customer service include:

- Identifying customers.
- Getting feedback.
- Developing service enthusiasm.
- Streamlining service procedures to provide personalised service and ensure customer satisfaction.

Duration: 15 Minutes

Purchase: \$550 +GST

Producer: Training Point Australia



## RAPID Skill Builder - Complaint Handling

Effective complaint handling is a powerful tool for attracting and retaining customers. It is a skill that should be developed throughout organisations, but particularly by customer service personnel. However, complaint handling is often viewed in a negative light. This is usually due to the following reasons:

The idea that complaint handling is a small and relatively minor part of broader programs such as better customer service, negotiation skills, effective communication or conflict management.

The concept that complaints are irritating or negative and best handled by ignoring, minimising or eliminating the complaint or complainant.

In this Skill Builder, complaints are presented as a positive opportunity for individuals and organisations to increase their competitive edge and build customer loyalty. The skills required to effectively handle complaints are also described.

**Duration: 20 Minutes**

**Purchase: \$1300 +GST**

**Producer: Team Publications & Worldwide centre for Organisational Development U.S.A.**

## RAPID Skill Builder - Improving Customer Service

Customer service and the concept that “the customer is king” have long been accepted by most successful enterprises. However this has not

necessarily resulted in true customer-oriented organisations.

To become customer focused, enterprises of all types need to start with the needs of their customers and work backwards. By doing this they can determine how to meet those needs in a way that will simultaneously exceed the customer’s expectations and be commercially viable.

This Skill Builder looks at how to build a customer focused culture in your enterprise. Among other things, this involves empowering front-line staff with flexibility and knowledge, and utilising supervisors as supportive coaches.

**Duration: 20Minutes**

**Purchase: \$1300 +GST**

**Producer: Team Publications & Worldwide centre for Organisational Development U.S.A.**



## ABOUT THE RAPID SKILLS BUILDER SERIES

***"Bite-sized learning for building practical skills .... FAST!"***

The NEW Rapid Skill-Builder series of video-based training programmes offers a new and exciting way to equip individuals for more effective performance in their current role, or to prepare them for success as they move into management or leadership roles.

Built around an extremely practical video-programme with an expert leadership training facilitator, the Rapid Skill-Builder modules describe best practice in the topic area, and then model the skills through video vignettes, showcased in real workplace situations.

### **1 DVD Programme (around 20 minutes in length)**

The DVD programme on disc 1 provides around 20 minutes of explanatory material in four sections (although the disc can be paused at any stage according to facilitator or participant needs). It also contains a number of dramatised vignettes, each with an inadequate or negative response, then again with a positive or more suitable response. These aim to practically illustrate skills that have been described in theory. There are a number of sections introducing and discussing the topic, and the DVD ends with a summary of the main points.

### **1 copy of the 42-page Facilitator’s Guide**

The Facilitator’s Guide contains information for the facilitator to use in preparation for and during the training itself. There are scripts of the video scenes, discussion topics to raise (and suggested responses), group exercises, and further background to the topic.

### **10 copies of the 12-page Delegates’ Workbook**

The 12-page Delegates’ Workbook provides program participants with an overview of the topic in six stages. These six stages correspond to the model used in the Action Template shown on the back page. This resource can be easily read ahead of or during a workshop session by participants and also serves as a convenient ready-reference guide to take away after the workshop is over. Additional Workbooks can be purchased from Kroon Training Services.

### **1 CD containing Presentation Material**

Accompanying the DVD is a 16/17 slide presentation in Flash format that summarises key points from the DVD. The Facilitator’s Guide has a number of exercises in which participants can engage. The presentation is scripted for facilitators so that even inexperienced trainers can use the material with minimal level of knowledge and preparation.

### **1 CD with additional resources and a PowerPoint presentation**

## 10 'cue-cards' for participants to take away

These small, pocket-sized colour cards containing all the theories and models discussed in the training session, so that your participants can take away the key points and refer to them at any time. Additional Cue Cards may be purchased from Kroon Training Services.

## RAPID Skill Builder - Telephone Service Excellence

A telephone call will often be the first and most long-lasting impression a customer gets about your organisation. This Skill Builder has been

developed to help you create better first impressions and/or coach individuals in effective telephone skills.

The intent of this programme is to help you and your colleagues solve customer problems or issues.

It provides a broad methodology based on the premise that every call is an opportunity to provide service that adds value. The emphasis is on providing excellent telephone service: after all, without customers, there would be no business! No organisation will survive if it treats its customers poorly, and the initial contact usually sets the tone. Many of the principles provided are relevant for every telephone conversation.

Duration: 20Minutes

Purchase: \$1300 +GST

Producer: Team Publications & Worldwide centre for Organisational Development U.S.A.

## Read My Lips...Watch My Body...Look Me In The Eye

There are many methods of communication, yet significant problems are caused at work through lack of communication or understanding. By becoming better communicators, employees can ensure that their company's message is understood, that customer commitment is gained and that colleagues understand what is expected of them.

We communicate in a variety of ways. This program highlights the need to read the "whole" message when interacting with the customer.

### Key Training Points:

- How to overcome communication problems.
- Be clear that you understand the problem.
- Never assume anything, always ask questions if you are unsure.
- How not to communicate effectively.

Duration: 8Minutes

Purchase: \$750 +GST

Producer: Key Knowledge U.K.

## Remember Me?

There's no doubt about it. Good customer service is as simple as common courtesy. But common courtesy can be hard to find these days. Nothing illustrates this more effectively than **Remember Me**, the best customer service training video on the market. Updated in the UK, this programme continues to instill a timely and timeless message: treat the customer as an individual and you will be rewarded with loyal patronage for years.

A hapless, harried customer. That's who you'll meet in **Remember Me**. A customer just like you who turns to businesses like yours and receives less than ideal service (to put it mildly). Here's a customer who has been doing business in the same places for years and yet is treated like a stranger - and worse. A customer who is about to be fed up and take his business elsewhere - and share his negative experiences with friends and associates. Because not all customers complain. Some simply take their business elsewhere.

If you could purchase just one customer service training video, this would be it. First produced more than 15 years ago, it immediately hit the best-seller list and has remained there to this day! It's a 10-minute gem that's easily adaptable to current training programs. It's also an ideal training tool around which an entire training program can be developed. Either way you'll have unforgettable customer service training at your disposal.

Customers can forgive mistakes but not bad attitudes  
Poorly treated customers spread the word  
Customers will take their business elsewhere without a second thought  
Exceeding customer expectations is the key to building customer loyalty and a healthy bottom line.

Duration: 10Minutes

Purchase: \$650 +GST

Producer: Gower U.K.

## 3 Easy Ways to Order

### By email...

trainingtools@bigpond.com

### By post...

PO Box 339  
JOONDALUP WA 6919

### By phone...

(08) 9304 8214



## Respectful Workplace: Diffusing Hostility Through Customer Service

The Respectful Workplace is a three part training series designed to help organisations address the behavioural and values issues that can allow conflicts to escalate. The series treats workplace violence as an outgrowth of hostility, harassment, bullying and intimidation which has not been effectively dealt with and arms employees and managers with the tools they will need to ensure respectful workplace relations.

The Respectful Workplace: Diffusing Hostility Through Customer Service, takes a strong customer service training approach to the issue of working with hostile customers. Important communication skills are taught which will help employees turn difficult customer service challenges around. However, where abusive customers cross the lines of acceptable behaviour, employees are empowered to put their physical and emotional safety first.

**Duration: 25 Minutes**  
**Purchase: \$750 +GST**  
**Producer: Quality Resources U.S.A.**

## Second To None Series & Complaints Are Gifts

Ian Brooks is Canada's best kept secret! His best selling book, "Second To None" focuses on creating customer value. Training Point has taken the essence of Ian's messages and put them to DVD in an easy-to-use five part series.

On each program, Ian shares the secrets of "Second To None". His easy-going presentations ensure that people everywhere relate to the vital business messages.

### Key Training Points:

#### Part One – Focus On Value

In the first program, Ian looks at how we create value to sell quality, not price.

#### Part Two – Compete On Value

Ian asks us to examine how we use value to sell quality, not price.

#### Part Three – Through The Customer's Eyes

Customer service is a trap. Ian explains how service just isn't enough.

#### Part Four – Make Your Customers Successful

Ian challenges viewers to look at how we can make our customer's succeed in their business, thus creating real loyalty.

## Part Five – Reduce The Costs and Increase The Benefits

Ian asks us to examine how we can reduce non-cash costs and increase benefits for our customers.

And as an added bonus to this program:

**Complaints Are Gifts** - This program is straight forward with Ian Brooks showing you how handle complaints. Ian's seven step process for handling the complaining customer will ensure, what can be negative, becomes a true "gift" to the enlightened organisation.

**Duration: 60 Minutes**  
**Purchase: \$395 +GST**  
**Producer: Training Point.Net**

## Secret Service Award

The Secret Service Awards is a program based learning resource designed to explain and demonstrate 21 key customer service skills. Using an "MTV meets Candid Camera" style of TV show, it is ideal for Generation X viewers.

**Duration: 15 Minutes**  
**Purchase: \$300 +GST**  
**Producer: Training Point Australia**

## Service Burnout (The Improving Service Series - Module 8)

This program provides an overview of the nature of stress and burnout in service situations as service burnout is a stress reaction suffered by many frontline and service staff. The causes of a burnout are explored and suggestions for avoiding and overcoming it are presented.

### Key Training Points:

- What stress and burnout is.
- Sources of stress.
- The effects of stress.
- Individual difference to stress.
- Stress in the service context.
- Ways of dealing with service burnout.
- Physical and emotional symptoms.

**Duration: 17 Minutes**  
**Purchase: \$295 +GST**  
**Producer: Training Point Australia**



## Service Leadership (The Improving Service Series - Module 1)

Exceptional service must start with senior managers. Service leadership involves

This module covers the role senior managers must play to ensure that their organisation provides excellent service.

### Key Training Points:

Service Leadership begins with:

- Strategic planning.
- Staying in touch with customers.
- Developing a service culture.
- Leading by example.
- Gaining staff commitment.

This includes two programs:

#### Program 1: It Starts at the Top

This program highlights the need for organisations to provide excellent service and outlines key service management tasks essential to achieve this goal.

#### Program 2: Staying In Touch

This program explores the reasons for staying in touch with customers as well as giving specific techniques for doing so.

Duration: 36 Minutes

Purchase: \$295 +GST

Producer: Training Point Australia

## Serving Customers - Helping People

This video shows your employees how being themselves will naturally lead to better customer service.

The basis of great customer service is "people helping people." Remember that the customer in front of you- or on the other end of the phone line-is a person just like you.

### Key Learning Areas:

- Make your customers feel welcome
- Ask and listen
- Give your undivided attention
- Go the extra mile
- Show you appreciate your customers' business

You'll learn these five rules for better customer service by watching them in action within a dental office, auto dealership, and a hardware store. You'll also view scenes in a medical practice and a utility company depicting do's and don'ts for great telephone customer service.

Whatever business you're in, the same principles apply. Greet customers naturally. Listen carefully to understand their needs. And put some energy and enthusiasm into your work-you'll find this makes it more enjoyable for yourself as well as more effective for your business.

Viewers will learn new techniques to improve customer service and create business-enhancing connections with customers.

Duration: 16 Minutes

Purchase: \$315 +GST

Producer: Kantola U.S.A.

## Serving People (The Improving Service Series - Module 5)

Serving People begins by:

- Discussing who customers and clients are.
- Discussing what 'service' is.
- Discussing service in Australia.
- Describing how to develop an Australian service style.
- Discussing five different process elements of excellent service.

Serving People contains two programs:

#### Program 1: A Positive Approach

This program aims to identify the common elements in excellent service. These elements are concerned with communicating to the customer or client the right service attitude and manner.

#### Program 2: A Special Sensitivity

This program encourages respect, sensitivity and an understanding attitude towards customers and clients from different cultural and ethnic backgrounds.

### Key Training Points:

Customers and clients want to be served in a positive way. This module will help frontline staff:

- Develop rapport through body language.
- Realise the importance of using greetings and names.
- Show respect for unusual requests.
- Be sensitive to cultural differences.
- Overcome language barriers.

Duration: 37 Minutes

Purchase: \$295 +GST

Producer: Training Point Australia



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## Smile!

### This is based on a True Story!

Meet, now legendary, Reggie Wilson, a very unusual bus driver. Driving in traffic for 8+ hours a day is difficult. *Dealing with an often difficult public is doubly difficult.*

But Reggie approaches his job with a different attitude. Rather than letting the job wear him down, Reggie makes a choice. Everyday, he chooses a positive attitude. Even on days when he doesn't feel like being positive, he treats his riders like they are guests on his bus. Guess what? They keep coming back. And the positivity comes back to him, too.

Some passengers pass up other buses and wait for his ride! *How's that for loyalty?* So, why does Reggie make the effort to deliver excellent customer service?

Duration: 12 Minutes

Purchase: \$890 +GST

Producer: Sunshower U.S.A.



### So HELP Me (Employee Version)

**How do employees affect customer service?** What do customers value most in customer service? Solving their problems. Recent research shows that handling customer problems quickly and correctly will retain or even build customer loyalty. Customers who don't get their problems solved will leave and not return.

**“So HELP Me” (Employee Edition)** illustrates realistic customer service problems that can frustrate both customers and employees. The video provides solutions to these problems that satisfy everyone: the customer, the organisation and the employee. These solutions include: working with policy to solve problems, helping customers outside your department, actively listening, treating every customer as your own, and defining customer needs.

**“So HELP Me”** demonstrates employees giving the kind of service that turns dissatisfied people into loyal customers. As one customer service provider in the video says, “...at the end of the day it makes me feel like I'm doing something useful. Instead of adding to people's frustrations, I'm actually helping them out.”

### KEY TRAINING POINTS:

- **Work with policy to solve problems** Don't use policy to explain what you can't do; use policy to help people
- **Take customers directly to what they need** When you can't help, take them to someone who can, even if it's outside your department.
- **Take the time to really listen** Treat each customer as an individual. Listen until you really hear what their problem is.
- **Treat every customer as your own customer** Work with the customer you're talking to. Don't hand customers off to someone else just because they're difficult.
- **Help customers define their needs** Help people figure out what they want. Guide them to solutions that meet their needs

Duration: 16 Minutes

Purchase: \$890 +GST

Producer: Video Visions U.S.A.

### So HELP Me (Supervisor Version)

**How do supervisors affect customer service?** We all know that frontline service people directly impact customer satisfaction. But we don't often look at how much a supervisor's behaviour influences the service a customer ultimately receives.

**“So HELP Me” (Supervisor Edition)** takes a fresh look at customer service by showing the direct connection between a supervisor's behaviour and the way employees treat customers. When employees are listened to, respected, and encouraged, they will do the same for their customers. Supervisory behaviours that promote excellent service include: telling people what they're doing right, helping employees find solutions, focusing on people rather than numbers, empowering people to do their jobs, and turning mistakes into opportunities for growth.

The programme demonstrates supervisory practices that facilitate excellent customer service. The result is not only a better service provider, but also a loyal and satisfied customer.

### IDEAL TRAINING FOR:

New and Experienced Supervisors and Managers in all Service Industries will benefit from this program.

### KEY TRAINING POINTS:

- **Tell people what they're doing right** That good feeling will get passed on to your customers.
- **Help employees find solutions for customers**



Take the time to help employees work within policy to solve customer problems.

- **Focus on people, rather than numbers**

When employees feel that you care about them, they're far more motivated to care about your customers.

- **Empower people to do their jobs**

Employees will feel that they have the responsibility – and the power – to solve customer problems themselves.

- **Turn mistakes into opportunities for growth**

Dealing with mistakes privately is a perfect opportunity for individualized training

**Duration: 18 Minutes**

**Purchase: \$890 +GST**

**Producer: Video Visions U.S.A.**

## Staff Can Do Too

A program and resource book package designed to encourage all service staff to be responsive to customers' and clients' needs. The program includes five dramatised service situations, across a range of industries including a retail outlet, an office, service station, a bank and a hospital. Peter Quarry evaluates each drama and highlights the importance of a Can Do service attitude.

The comprehensive resource book gives background information, a number of activities and exercises, sample formal and informal training session outlines and includes handouts.

### Key Training Points:

Each of the dramas demonstrates positive “can do” behaviours like:

- Caring
- Asking Questions
- Now: acting immediately
- Disputes: resolving complaints
- Offering more

**Duration: 12 Minutes**

**Purchase: \$275 +GST**

**Producer: Training Point Australia**

## Supervising For Service (The Improving Service Series - Module 4)

The supervisor of frontline service staff performs a vital role. It is the supervisor, more than any other person in an organisation, who is aware of the day-to-day dealings that service staff have with customers and clients.

- Highlights the importance of the role and functions of the supervisor.

- Set out, in clear steps, how supervisors can train their staff to achieve high performance levels.
- Explains how supervisors can improve the performance of poor staff.

It will help supervisors to develop the skills they need to ensure that their frontline staff are providing excellent service to customers and clients.

### Key Training Points:

- Training (14 minutes)
- Being Available (7 minutes)
- Motivating Staff (8 minutes)
- Improving Performance (10 minutes)

**Duration: 46 Minutes**

**Purchase: \$295 +GST**

**Producer: Training Point Australia**

## Taking CARE of Business

Taking C.A.R.E. of Business can be used for your front line customer service staff. From greeting customers and gracefully managing several at once, to handling dissatisfied customers and keeping a fresh outlook at all times, Taking C.A.R.E. of Business emphasises personal accountability as it teaches your employees to actively improve their customer service skills.

**Duration: 25 Minutes**

**Purchase: \$790 +GST**

**Producer: Star Thrower U.S.A.**

## TAT: 10 Essential Reception Skills (Silver Series)

Every day visitors make judgements about your organisation by the quality of the reception they receive. Learn the ten essential skills every receptionist needs to deliver a winning welcome.

### Key Training Points:

- Personal presentation.
- Display your name.
- Clean and organised work space.
- Professional greeting.
- Acknowledge multiple visitors.
- Respect everybody.
- Good communicator.
- Willingness to help.
- Manage waiting period.
- Avoid pet hates.

**Duration: 14 Minutes**

**Purchase: \$295 +GST**

**Producer: Training Point Australia**



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## TAT: Dealing With Abusive And Threatening Calls (Silver Series)

Angry and frustrated callers can sometimes become abusive or even threatening, making a stressful interaction for the person handling the call. Discover the six skills for handling these difficult calls and how to give professional warnings before terminating a call.

### Key Training Points:

- Listen.
- Stay calm.
- Diffuse anger.
- Explain and set limits.
- Focus on Resolution and outcome.
- Complete contact professionally.

Duration: 15 Minutes  
Purchase: \$295 +GST  
Producer: Training Point Australia

## TAT: Dealing With Difficult People

How do you handle someone who interrupts you all the time? Or is angry and abusive? Or a supervisor who gives you no support? Or the quiet, sulking type? Discover psychologically sound ways to deal with these and other types of difficult behaviour in the workplace.

Duration: 17 Minutes  
Purchase: \$295 +GST  
Producer: Training Point Australia

## TAT: Handling Complaints

One of the greatest challenges facing service staff is handling difficult, often angry, complaining customers. This program gives a proven formula to diffuse anger, resolve problems and turn the situation around. Practical examples covered include external and internal service relationships.

Duration: 16 Minutes  
Purchase: \$295 +GST  
Producer: Training Point Australia

## TAT: Handling the Difficult Customer

In some workplaces, employees need to deal with really difficult customers or clients - often for lengthy periods of time. Psychologist Peter Quarry explains that we need to understand why they are being difficult and explore alternative ways to effectively deal with them. He considers:

1. Range of reasons why people are so difficult
2. Understanding the importance of the reasons
3. Exploring alternative ways to manage
4. Considering what service we provide
5. Wrapping up the difficult customer interaction effectively

Duration: 15 Minutes  
Purchase: \$295 +GST  
Producer: Training Point Australia

## TAT: How to Make a Five Star Impression

Learn how to make a powerful impression anywhere, any time.

Ideal for those in sales or service, trainers, presenters, people going for job interviews, and anyone trying to influence others

Duration: 12 Minutes  
Purchase: \$295 +GST  
Producer: Training Point Australia

## TAT: Sales And Service Turn Offs (Silver Series)

So many people in sales and service get it wrong and we all have stories to tell about them. This program features the ten core principles of excellent service – with a focus on what turns customers off.

- Professional image
- Willingness to Help
- Superb Listening
- Questioning
- Product Knowledge
- Efficiency
- Keeping Promises
- Providing Extra
- Solving Problems
- Open to improvement

Duration: 15 Minutes  
Purchase: \$295 +GST  
Producer: Training Point Australia

## TAT: The Spirit of Service

What does research reveal are the behaviours customers love and what do they hate? This program encourages people to evaluate the service they provide from the customer's point of view. Become passionate about the service you give, whether it is external or within your organisation.

Duration: 17 Minutes  
Purchase: \$295 +GST  
Producer: Training Point Australia



## Telephone and Reception

The telephone and reception area in an office is the frontline of the business. Ensuring you are equipped with the correct skills is vital. In this program we demonstrate clearly and concisely why first impressions count, how to use the telephone effectively, the equipment and organisation of the reception desk and dealing with difficult customers. Say 'hello' to a brilliant educational program for office workers everywhere.

**Duration: 25 Minutes**  
**Purchase: \$495 +GST**  
**Producer: VEA Australia**

## Telephone Behaviour

This is a new version of the program called "Telephone Behaviour: The Power and The Perils" The situations are different but the lessons remain the same. John Cleese returns as the presenter but in addition to demonstrating the virtues of professional telephone behaviour, he also examines how to use voicemail effectively.

In the new version Barbara Smith the Assistant Manager of a Marketing Department, prepares to give the local business community a short seminar about professional telephone skills. Unfortunately her own skills in this department leave a great deal to be desired and she makes almost all the mistakes possible. Fortunately, Cleese is on hand to guide her and help her overcome her shortcomings.

### Key Training Points:

#### The Verbal Handshake

- Answer Within Four Rings, Introduce Yourself, Establish if it's convenient.

#### Controlling The Call

- Asking Open Questions, Active Listening, Record and Repeat

#### Closing The Call

- Volunteer Useful Information, Where Do We Go From Here

#### Voicemail

- Updating Messages, Prioritising Calls, Preparing to leave Messages

**Duration: 34 Minutes**  
**Purchase: \$2000 +GST**  
**Producer: Video Arts U.K.**



## Telephone Customer Service: Basic & Advanced Skills

**If you need a heavy-duty film that covers all aspects of telephone selling and customer service, this is your DVD!**

The scene is a call centre where this very challenging job is broken into ten skill-sets:

1. Listening effectively
2. Extending common courtesy.
3. Avoiding the wrong impression.
4. Using the customer's language.
5. Gathering customer information.
6. Satisfying the angry customer.
7. Managing technology.
8. Writing effective email.
9. Preparing a mental script.
10. Closing the conversation.

**Each of these skill-sets is explained carefully with examples, and useful hints.**

For example: in skill-set #1, viewers learn that there are 14 obstacles to effective listening, including:

- Hearing what you want to hear,
- Thinking of what you're going to say next, and
- Making assumptions instead of asking questions.

As part of skill-set #1, viewers are taught how to identify which listening style they've developed. By knowing the strengths and weaknesses of that style, reps will learn to be better listeners on all calls.

For skill-set #6, viewers learn 6 ways to satisfy angry customers, including:

- Acting courteous,
- Avoiding "the swamp," and
- Apologizing for customer's dissatisfaction.

...And skill-set #9 shows telephone reps the power of mental scripting-the process of preparing, practicing and memorising a complete response based on a particular statement, question, or objection. Viewers learn how to be themselves on the phone while using the power of pre-planned phrases and sentences.

This program was designed for phone pros, but everyone will benefit from the wealth of information provided. This DVD is packed with information. Use the whole film as an overview, or create a training session based on just one or two of the skill sets.

**This video will teach managers at all levels how to address even difficult discipline issues professionally.**

**Duration: 26 Minutes**  
**Purchase: \$315 +GST**  
**Producer: Kantola U.S.A.**

## That's What I Call Customer Service

Let the customer know you care. This motivational video demonstrates that great customer service is more than paying attention and being courteous. You will learn how to turn customers into friends and give that all important extra effort.

### Key Training Points:

- Greet the customer with a friendly attitude and a smile
- Courtesy shows the customer that you care
- Apologise and empathise if a mistake has been made or a customer is upset
- Ask questions and listen to find out what the customer really wants and needs
- Offer solutions
- Do a little bit extra to turn customers into friends

Duration: 13 Minutes

Purchase: \$595 +GST

Producer: Producers Media U.S.A.

## The Angry Customer (Part of The Service Impact! Series)

Use this NEW release as an effective and quick way to get your message across!

In **Part 1**, service representative Carlos violates every rule of handling an upset customer, from blaming the client to refusing ownership of the issue. The customer, Warren, quickly escalates from annoyance to frustration, then from infuriation to hostility. Carlos accuses Warren of being abusive, and ends the call.

In **Part 2**, Warren calls back and Angela takes over. Calm and professional, she knows the four steps to calming angry customers: allow them to vent, empathize, refocus away from emotion and toward the issue, and use closed-ended questions to satisfy. She acknowledges Warren's frustrations, but skilfully changes the focus to the issue. Angela turns conflict into collaboration, solves the issue, and profits from another satisfied customer.

Duration: 5 Minutes

Purchase: \$390 +GST

Producer: Engaging Training U.S.A.



## The Difficult Guest

There are three types of Difficult Guests:

1. Distracted Guests
2. Disappointed Guests
3. Disruptive Guests

As we visit other customer service situations, we learn more about each of these types.

The Distracted Guest always arrives with baggage and needs to be taken care of promptly. We see examples of empathy and anticipation in taking care of this guest's needs. The Disappointed Guest may be disappointed in either our products or services.

We explore ways to deal with this guest and check our own baggage our impulse to flee or fight. The Disruptive Guest is that monster that can create problems for everyone - someone none of us wants to meet.

### Key Training Points:

The formula for dealing with our difficult guests is defined and explained in the latter half of the film - L.A.S.T.

L - Listen, don't interrupt

A - Apologise and show empathy

S - Solve the problem together

T - Thank them for their business

By the end of the film we've seen L.A.S.T in action as well as a variety of situations that turn difficult guests into welcomed guests.

Duration: 22 Minutes

Purchase: \$1500 +GST

Producer: Media Partners U.S.A.

## The First Mile: The essential ART of Customer Service

While customer service training often focuses on going the extra mile" for the customer, this film demonstrates that it is not enough to go the extra mile, if you haven't gone the "First Mile" first. This humorous and engaging film emphasizes the basics - the essential art of customer service.

Your participants will be involved in the process of learning as the acronym ART (Attention, Respect, and Time) is built interactively, with some special help from veteran game show host Bob Eubanks and a selection of real street interviews.

Shot on 35mm film, with feature-film experienced crews and actors, this video provides the high quality viewers have learned to expect from today's film and network TV shows, while delivering the training

content your participants need to learn, in order to successfully meet your customers' expectations.

#### Participant Objectives

- Give customers your full ATTENTION.
- Treat your customers with RESPECT for them as individuals and for the value they bring to your organization as customers.
- Make sure you give each customer enough of your TIME to meet their needs.

Duration: 20 Minutes

Purchase: \$990 +GST

Producer: Edge Training U.S.A.

### The Guest second edition

Treat your customer like a Guest in your home.



That's the message behind this hilarious new version of the **classic bestseller**. We all know how to take care of a guest in our home: we welcome them, we take care of their needs, we thank them for coming and we invite them back. A guest at work is no different. It's that simple and that important.

The fortunes of any business rise and fall based upon the level of service it delivers to its customers. No matter how large or complex an organisation may be, great service usually comes down to one employee, serving one guest, one day at a time.

**This brand new training comedy** will forever change the way your employees view their customers, their guests, by reminding them that everything we need to learn about delivering great customer service, they already know.

**The Guest video includes these programs:**

- The Guest 2E
- The Original Guest video

**The Guest 2E features some great new improvements:**

- More relevant settings
- Humorous Actors
- New scenes like The Gulag coffee shop...
- PLUS the original version of The Guest on the DVD!

Duration: 16 Minutes

Purchase: \$990 +GST

Producer: Media Partners U.S.A.

### The Improving Service Series

#### Module 1: Service Leadership

- It Starts at the Top (21 minutes)
- Staying in Touch (15 minutes)

#### Module 2: Getting Organised to Serve

- The Service Mix (16 minutes)
- Inside Workings (24 minutes)

#### Module 3: Selecting for Service

- What to Look For (9 minutes)
- How to Find It (26 minutes)

#### Module 4: Supervising for Service

- Training/Being Available (21 minutes)
- Motivating Staff, Improving Performance (18 minutes)

#### Module 5: Serving People

- A Positive Approach (20 minutes)
- A Special Sensitivity (17 minutes)

#### Module 6: Selling Our Services

- Find out the Needs (18 minutes)
- Meeting Needs (20 minutes)

#### Module 7: Unhappy Customers

- Welcoming Complaints (13 minutes)
- Cases of Complaint (18 minutes)

#### Module 8: Service Burnout

- Burnout (17 minutes)

Duration: 273 Minutes

Purchase: \$1760 +GST

Producer: Training Point Australia





## The Royal Treatment

Guest service is alive and well and is clearly depicted in this informative and entertaining programme.

It covers the five rules of exceptional customer service and demonstrates to employees how easy it can be to make guests feel like royalty.

### It covers:

- Pro-active customer service
- The secrets of "guest relations"
- Everyone is a "customer"

Duration: 19 Minutes

Purchase: \$990 +GST

Producer: Coastal Training U.S.A.

## The Secret: Customer Service Uncovered

This dramatic training programme guides the viewer through service challenges honestly and pro-actively. It also explores language barriers and other obstacles that can test the patience of your service personnel. The programme includes scenes from three different settings: technical support, banks and a retail environment.

### It covers:

- How to be honest, tactful and empathetic
- How to build customer relationships
- How to prevent customers from walking away with a problem

Duration: 15 Minutes

Purchase: \$990 +GST

Producer: Coastal U.S.A.

## The Service Impact! Series NEW!

**The NEW Service Impact!**™ Series of training videos is designed to be used for meeting openers, training, and more!

With a feature-packed facilitators guide on CD-ROM, you'll have all the tools you need to make training easy – and successful. A new series of customer service scenarios, designed for today's high-efficiency, money-saving training needs.

There are five programmes within the series and each may be used separately or as a complete set. Each averages 4.5 minutes in duration and comes with a CD full of comprehensive materials, such as Facilitators Guide, Worksheets, PowerPoint and much more!

The titles in this series are as follows:

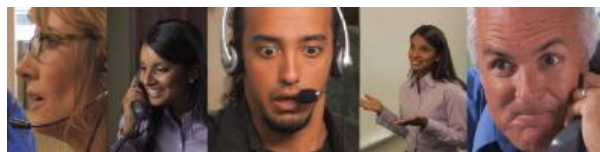
- **The Angry Customer**
- **Credibility Through Honesty**
- **Cross Cultural Communication**

- **Dimensions of Service**
- **Levels of Learning**

Duration: 5 Minutes each

Purchase: \$1390 +GST

Producer: Engaing Training U.S.A.



## The Simple Truths of Service (Ken Blanchard)

An unforgettable true story about a young man with Down's Syndrome who changes the culture of a grocery store by being creative and giving the customers more than they expect.

Best-selling authors **Ken Blanchard** and **Barbara Glanz** have written a book that any company can use to reshape their culture around serving the customer. Designed by **Michael McMillan** ([The Race](#) and [Paper Airplane](#)), this book and *free DVD* will become a customer-service classic. This story will grab your heart and get your creative juices flowing on ways to create "customer enthusiasm" in your organisation.

**Ways to Use:** Reinforce values, gift for new employees, corporate gift to clients.

From [The Simple Truths Range](#), this extraordinary book will be a source of inspiration and knowledge for many years to come.

See also our extremely popular related DVD - [Johnny the Bagger!](#)

From The Simple Truths Range

Hardcover, 80 pages, 6.75" square

DVD run time: 3m: 37s

Purchase: \$89 +GST

## 3 Easy Ways to Order

### By email...

trainingtools@bigpond.com

### By post...

PO Box 339

JOONDALUP WA 6919

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(08) 9304 8214

## The Three Cornerstones of Customer Service & Selling

Learn to turn good customer service into increased sales and increased customer satisfaction.

What does it take to turn an average shopping experience into a superior one - both for the customer and for the store?

Join professional trainer John Walker as he highlights the three cornerstones of customer service and selling:

1. Listening,
2. Probing, and
3. Building multiple-item sales.

Our story follows John as he visits a series of retail establishments.

In the first shop, we watch as a sales associate interrupts a phone call to answer a customer question, but then lets the sale wither. John teaches the associate several steps that would have helped this sale develop, and we watch as the encounter is revisited, utilising these suggestions. Viewers learn the power of listening to help determine exactly what a customer wants.

In the next location, an otherwise courteous sales associate misses the opportunity to serve a customer by not probing. John teaches the power of open-ended questions, and suggests that the associate take another shot at helping out the customer. This time, guided with a better understanding of what the customer is looking for, the sales associate is able to create a sale.

Finally, John visits a clothing shop to buy a tie. He leaves with two ties, a sports jacket, and a pair of slacks - happy with his purchases, and feeling that his needs were understood and met. Viewers are reminded that selling natural add-ons to the initial purchase is the ultimate in good service.

### Key learning points:

- **Listening**- Listen for non-verbal as well as verbal signals.
- **Probing**- Ask open-ended questions to help you help the shopper.
- **Building multiple-item sales**- Batteries with a remote; a card with a gift; slacks with a jacket - "up - selling" can represent the best in caring for customers and meeting their needs.

Viewers will learn that good customer service leads naturally to additional sales.

Duration: 17 Minutes  
Purchase: \$315 +GST  
Producer: Kantola U.S.A.



## Tom O Toole COMPLETE Series- Beechworth Bakery

Tom O'Toole is an Australian legend - don't miss this outstanding series! Buy all three DVD's in one pack and you will receive a complimentary copy of "Breadwinner" - the best seller by Tom O Toole.

This great value pack includes:

- **Dare to Dream DVD**
- **Making Dough DVD**
- **Drop Everything for the Customer DVD**
- **BreadWinner - Best selling book by Tom O Toole**

Each DVD may also be purchased separately.

One of the best investments you could ever make – allow Tom to inspire you because, as he says,

**"The sky's the limit once you know how."**

As a self confessed kindergarten dropout, who doesn't know his ABC's; Tom is living proof that anyone can achieve their dreams when they are prepared to do that little bit extra.

In 1984 Tom O'Toole purchased a struggling bakery in Beechworth and has turned it into one of Australia's greatest retail success stories. Tom happily shares the secrets of his success through his products and speaking engagements.

"Business is so simple, most of us miss it! Its simple – not easy, don't get simple and easy mixed up."

Tom is extremely proud of his staff and encourages initiative and participation. He hires for attitude and trains for skills. He looks for enthusiasm, that highly contagious spark and believes in the power of the people in his business.

"I sell lamingtons and pies and my business is far from perfect. It's 5% technology and 95% psychology – its all about people, they are my biggest assets and without them there is no Bakery."

Three of Tom's most inspirational products in one handy pack!

Duration: 45 Minutes  
Purchase: \$850 +GST  
Producer: Beechworth Bakery Australia



## Total Quality Service Series

Improve quality, efficiency and staff commitment in order to deliver superior customer service.

Featuring Dr Karl Albrecht.

1. Customer Value - The Only Thing That Matters (12 minutes)
2. The TQS Model (12 minutes)
3. The Fizzle Factor (17 minutes)

Duration: 41 Minutes

Purchase: \$ +

Producer: Ash Quarry Australia

## TQS Model (Total Quality Service Series)

Learn Karl Albrecht's blueprint for delivering customer value with five steps of the TQS model and deliver superior quality service which delivers remarkable results.

### Key Training Points:

Based on Albrecht's observations of what successful organisations do, the video describes how to:

- conduct market and customer research to pinpoint what value to deliver to ensure competitive edge
- formulate a strategy to deliver value, which often involves significant changes to the way you conduct your business
- train, educate and communicate with your people to win over their heart and minds
- continually improve the processes of the organisation, using action teams of trained and committed staff
- selectively and strategically measure and assess performance and provide feedback.

Duration: 12 Minutes

Purchase: \$295 +GST

Producer: Ash Quarry Australia

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## Ultimate Customer Service DVD

Training Point.Net have taken 12 great training programmes and placed them on one DVD with menus that allow you to play entire videos in a training session or access one or more of 68 clips taken from the twelve videos to highlight key training issues.

You can run full day sessions with the full length videos or 30 minute start of the morning customer service focussed sessions. The choice is ultimately yours. What we know is that this delivers countless hours of training for a fraction of the usual price.

### Key Training Points:

Here are just a few:

**Total training sessions** – choose one of the twelve training videos and present half or more of a day on a single key topic

**Refresher Sessions** – follow up your total training time investments with clips from the videos you have used to reinforce key habits

**Weekly meetings** – with 68 clips to choose from, you can go a whole year using a clip a week and still not use them all up

**Coaching sessions** – when you're working one-on-one with a member of the team, give them the DVD and direct them to certain clips or films to watch then at your next session use the viewing as a trigger for your work as their customer service skills coach

### Support material:

One DVD containing twelve full length training videos with menus allowing you to play each video or choose one of 68 clips from 8 key topic areas

A CD-ROM with 12 Leader's Guides, one for each full length training programme, 14 expansion exercises developed specifically for The Ultimate Customer Service Training DVD, and 68 sets of discussion starting questions, one set for each video clip.

Duration: 12 Full length training videos

Purchase: \$995 +GST

Producer: Training Point .Net New Zealand





## Unhappy Customers (The Improving Service Series - Module 7)

Complaints from customers and clients about some aspect of service are inevitable. This module looks at such complaints as:

- Something to be welcomed.
- An opportunity to satisfy customers.
- A way of ensuring repeat business.
- An opportunity to create an excellent reputation.

It gives a clear step-by-step process for responding to complaints and includes a number of case studies which can be analysed and discussed.

### Key Training Points:

The Unhappy Customers program teaches how to:

- Welcome complaints.
- The benefits of welcoming complaints and a step-by-step guide to remedying complaints.
- How to handle difficult customers.

The Unhappy Customers program contains two programs.

1. Welcoming Complaints (13 minutes)
2. Cases of Complaint (18 minutes)

Duration: 31 Minutes  
Purchase: \$295 +GST  
Producer: 7 Dimensions Australia

## What's In It For Me?

A customer service program to help entry level employees at a fast food place or retail store that it does matter how you do on this job because while it may not be your career, the reference you get from that job will follow you for a long time.



**What's In It For Me?** is the most innovative customer service training tool to hit the market in years. It looks at customer service from a viewpoint that will truly motivate employees from their own perspective. Simply put, every time a method or tactic is introduced, participants learn how they will personally and professionally benefit by using it.

**What's In It For Me?** teaches three powerful techniques for handling customers:

### 1. The Best Face of the Stone

- Choose to show your best face
- Acknowledge the customer
- Apologise for the problem and take responsibility for solving it
- Stay focused
- Meet their need - or call your manager if you can't

### 2. The Lightning Rod

- Let yourself feel the shock of the problem
- Ground yourself - take a couple of deep breaths
- Put the problem aside
- Focus on the customer - not your problem

### 3. Participant Observer

- Show empathy for the customer's problem
- Let the customer's emotion go past you
- Remain a participant in the conversation
- Stay focused on the solution - not the conflict

These techniques not only make for satisfied customers, they enhance your employee's job satisfaction and teach them the skills that they need to advance professionally at your company.

So what's in it for you? This outstanding DVD can be used as a stand alone or easily implemented into a thought-provoking workshop that inspires participants. A workshop that empowers your team to deliver unparalleled customer service. A workshop that helps your company to stay ahead of its competition.

Duration: 20 Minutes  
Purchase: \$995 +GST  
Producer: Workplace Publishing U.S.A.

## What Do You Say?

When it comes to customer service challenges...the first few seconds and your first few words determine your success or failure.

Fast paced, energetic and loaded with excitement...the What do you Say? Training Video puts employees on the hot seat as they are challenged with more than 30 awkward, intimidating, sometimes overwhelming customer situations. It then provides realistic, practical answers that they can use on the job immediately.

Delivering up another large dose of fun... the What do you Say? Card Game is grounded in the real world. Employees have to think quickly as they win cheers, Service Bucks and points. It's a great mix of serious fun and high impact learning.

A powerful tool that no employee should be without...

the What do you Say? Employee Handbook takes over where the training video and game leave off, providing practical answers to over 100 difficult customer service situations, including disruptive guests, diversity challenges, disability issues, etiquette and more.

What do you Say? will help you learn the key words and phrases needed to handle tough customer situations with ease and confidence.

**Suggested Uses:** Customer service training workshops, staff meetings, sales meetings, kick-off meetings, meeting openers, customer service refresher training

**Business Needs:** Improving the level of customer service to positively impact the bottom line by focusing on the dialogue between employees and their guests and creating a more satisfied customer base; increasing customer loyalty by handling customer service challenges more effectively and professionally; customer recovery

**Training Needs:** Customer recovery training, handling awkward or difficult customer situations, and basic customer service training

**Also available from Kroon Training Services: What Do You Say? Employee Handbooks**

**Duration: 22 Minutes**  
**Purchase: \$890 +GST**  
**Producer: Media Partners U.S.A.**

## What's Your Pickle?

Bob Farrell is back!

...and he's more entertaining than ever. This time he hits the road in a fun-filled search for the secrets of the "world-class pickle givers". You'll love the stories and truths he discovers!

"If you look and you listen, your customers will tell you what your pickle is."

Bob's boundless energy makes it feel like he's there LIVE in your meeting! His contagious enthusiasm will inspire your service providers and help them refine their Pickle-giving skills

Be sure to join Bob in this engaging new video as he inspires your team to connect with their customers and Give 'em the Pickle!

### Key Training Points:

Here are four great ways to determine What's Your Pickle?

1. CONNECT with your customers
2. ANTICIPATE what they'll need next
3. DELIGHT your customers
4. INSPIRE yourself and others

**Duration: 17 Minutes**  
**Purchase: \$1500 +GST**  
**Producer: Media Partners U.S.A.**

## Who Cares?

*"Customer service just isn't what it used to be."*

That statement can't be supported with statistics but not many people would argue it. The GOOD news is that organisations offering EXCELLENT customer service now have a greater competitive advantage than ever before!

In reality, most customer service representatives really do care. But they often neglect, or fail to remember those basic behaviours that send that caring message to your clients. It's also too easy for them to forget the important role they play in your organisation's success. **Who Cares?** provides both the information and inspiration your staff needs to provide winning customer service.

An engaging host provides narration between a wide variety of realistic and thought-provoking customer service scenes. The viewer is reminded to put themselves in the customer's shoes as "wrong way" and "right way" service examples are provided. Retail, hospitality, food service, banking and government settings along with man-on-the-street commentaries provide an informative and fast-paced training experience.

Who Cares? We do! And so do you!

### KEY LEARNING POINTS

- Greet the customer
- Respect the customer
- Listen to the customer
- Really help the customer!

**Duration: 21 Minutes**  
**Purchase: \$990 +GST**  
**Producer: Media Partners U.S.A.**



## Who Killed The Customer?

There's a buzz in the air at Nicholson's Office Supplies. It's time for slap-up lunches. Late night sessions perfecting the presentation. Jumping to it when the prospect rings. The deal is all but in the bag, and the new customer is getting everyone's full attention. 'treat him like gold dust', says the MD, and they do.

Tower Assurance used to be treated like gold dust too. But they've been using Nicholson's for years now, and the treatment they get is rather different.

Who Killed The Customer? puts customer relations under the microscope - and shows why every customer, old or new, should get VIP treatment.

**Duration: 45 Minutes**  
**Purchase: \$1500 +GST**  
**Producer: Key Knowledge U.K.**

## Who Killed The Sale? (New Version)

Moults is a struggling manufacturing company. Its hopes for a change of fortune are based on securing a major order from Imagen Byas.

"Who Killed The Sale" tells the story of how Moults' sales representative, Mark Clayton, tries to secure the sale. In the main, Mark does well; but his efforts are progressively thwarted by a number of 'small' incidents. Each incident is seemingly unconnected with Mark's attempts to secure the sale. Each involves, however, actions or behaviours by a variety of Moults' employees which, when taken together, are sufficiently serious for Melanie Byas – the Managing Director of Imagen Byas – to cancel the order from Moults.

Mark is mystified. He has no idea why the sale was killed – or who killed the sale.

### Key Training Points:

#### PRINCIPLES OF CUSTOMER CARE

##### 1. Focus on the customer

- look at things from the viewpoint of the customer
- analyse the needs of the customer
- ask yourself "If I was the customer what standard of service would I like? then provide that service"

##### 2. Listen

- show you are listening by sending endorsement signals (ums, ers, nodding ...)
- maintain regular eye contact
- clarify and confirm through questions
- Have a positive attitude
- be encouraging and helpful
- smile

- don't be an abominable no-man

##### 4. Communicate

- spread the word inside the organisation about the need for good customer care
- tell people about your customers and clients so they are "in the know"
  - however - remember 'discretion is the better part of valour'

**Duration: 25 Minutes**  
**Purchase: \$1500 +GST**  
**Producer: Key Knowledge U.K.**

## Who Sold You This Then? (New Version)

The opening sequence introduces Charlie Jenkins, the unsalesperson of the year: the service engineer who, in a few words spoken to a customer, can undo all the effort and money the company pours into advertising and selling its products and itself.

Admittedly Charlie has a tough life. He's mostly on his own, facing the distress or anger of customers. No warm office, no putting a head through the boss's door if he cannot think what to do. The programme shows how Charlie has evolved his own technique for dealing with the complaining customers: he doesn't stand up for the company or the product, he joins with the customer and deflects the attack on to one of four targets.

1. The product
2. The customer
3. The company
4. The salesperson

You don't have to be a Charlie - in the end we see Charlie as a service engineer who gets it right. This time Charlie is no Charlie and gradually restores the customer's faith in the salesperson, the company, the product and even himself. Charlie suggests how sensible it would be for the customer to have his purchase serviced regularly or even to trade up to a later model.

The video is aimed primarily at service engineers but contains lessons which can be used by any member of the staff who has to deal with customers and their complaints.

**Duration: 19 Minutes**  
**Purchase: \$2000 +GST**  
**Producer: Video Arts U.K.**



## Working Front of House

Want to make someone's day? You may just be the right person to join the frontline of the tourism industry. A career working front of house can be an exciting and varied job that can take you around the world. But, as the public face of the tourism industry, you also have responsibility providing the best service possible for your paying clients. This program interviews people who work in the hospitality industry today, from some of Melbourne's best hotels. Each section illustrates and describes the necessary skills for each job and the tasks commonly expected to be carried out. A practical look at this dynamic career and industry.

### Key Training Points:

- The receptionist / porter
- The duty manager
- Restaurant / bar staff

Duration: 22 Minutes

Purchase: \$495 +GST

Producer: VEA Australia

## You've Got Customers

There has been an over-emphasis on the superficial – the greeter at the door, the forced smile, and the gratuitous "have a nice day." Certainly, a pleasant manner is important, but all too often meaningful service is lost while superficial friendliness masks the problem.

Delivering exceptional customer service requires action—meeting customer needs, knowing your product or service, following through and solving problems.

"You've Got Customers!" follows the trials of a young customer service provider in his first job. There he receives an education from a most unlikely team of teachers—a bowling team. From them, he learns six key customer service techniques which could be used in any business, anywhere.

By the end of this engaging story, viewers will understand that... "Good service isn't about flowery words and pleasant smiles. It's about actions!"

### KEY TRAINING POINTS:

- **Be honest** - customers just want to hear the truth.
- **Listen before you sell** - find out what customers want first.
- **Follow through on customer requests** - double check and deliver only what customers ask for.
- **Take initiative to solve problems** - offer solutions, not excuses.
- **Know your product** - if you don't know something, find out.
- **Take advantage of sales opportunities** - both you and your customer will benefit.

Duration: 20 Minutes

Purchase: \$890 +GST

Producer: Video Visions U.S.A.



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