

# TRUST PEPPERING FOR PROFESSIONAL SERVICES



## Building trust levels with your customers

This breakthrough course will help your people build levels of trust with customers. It's an opportunity to examine how the customer perceives your service. Let's deep dive into the customer experience. Maybe some of your people are using lazy vocabulary. Maybe some of your customers feel that they are not being listened to. **Trust Peppering for Professional Services** is a unique course designed specifically for people communicating with their customers. Participants discover how to leverage moments of truth to embed trust. You'll be surprised how some proven strategies will result in improving levels of trust with your valued customers.

### Bonus Module: Idle Saboteurs

We've included this very powerful bonus module, highlighting how trust levels can be irreparably damaged outside of work. Your organisation does not need your employees behaving badly outside of work. You don't want your employees whinging about the organisation at every social barbecue (idle saboteurs). Instead you want your employees to be ambassadors of the brand on these occasions. You won't find this highly recommended module in any other training course.

*Would you like to  
build levels of trust  
with your customers?  
Is improving customer  
loyalty important?  
Would you like more  
repeat business?*

## KEY LEARNING OUTCOMES

At the conclusion of this course participants will be able to:

- Recognise vocabulary and phrases that build trust levels with customers
- Examine key findings from the Loyalty Effect (Reichheld)
- Discuss how a strong service recovery builds trust with your customer
- Analyse the customer experience
- Blueprint the service experience
- Uncover some of the myths about customer loyalty
- Tailor your communication style to build rapport with your customer
- Review the biggest trust drivers in your organisation
- Give examples of times when a social occasion impacted your brand
- Prepare an active listening strategy
- Scan moments of truth to pepper in trust
- Review some of Ken Blanchard's books on customer service and brand fans
- Revisit your writing skills (correspondence and email)

## NUTS & BOLTS

### Would you like to attend this program?

For maximum effectiveness, this program is best conducted as an in-house program.

**Venue:** For your convenience, you can choose to conduct this program at your workplace. Alternatively, we can provide a training venue at a small additional cost.

**Email:** Deborah at [ddear@preftrain.com.au](mailto:ddear@preftrain.com.au)

or visit our website today: [www.preftrain.com](http://www.preftrain.com)

**Cost:** Price on request.

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