

Achieving Stellar Service® Experiences

Module Skill Map

Creating Stellar Customer Relations®

Foundational Service Skills – Every Employee within the Organization

Reaching for
Stellar Service®

(4 hours)

Caring for
Customers®

(4 hours)

Healing Customer
Relationships®

(4 hours)

Dazzling Your
Customers®

(4 hours)

Developing the service mindset and behaviors that create customer loyalty — core skills, knowledge, and attitudes every individual should have. The role of the frontline service provider. Provide friendly, caring service meeting needs at the human level. Serve customers who are angry or upset after a service breakdown. Master the art of surprising customers with cost-effective, creative, and pleasing extras.

Meeting the Challenge of Stellar Service®

Situational Service Skills – Every Employee within the Organization

Guiding Customer
Conversations®

(8 hours)

Serving a World of
Customers®

(4 hours)

Teaming Up for
Seamless Service®

(4 hours)

Master three important challenges of delivering stellar service — situational skills, knowledge, and attitudes that extend from the foundation to enable successful delivery of desired behaviors despite the uniqueness of certain situations. Manage the four common parts of a customer interaction as the expert guide. Respectful service tailored to customers unique needs. Increase collaboration with fellow service team members, and remove barriers to smooth working relationships.

Selling Through Stellar Service®

Incremental Service Skills – Every Employee within the Organization

Guiding Customer
Conversations®

(8 hours)

Expanding Customer
Relationships™

(4 hours –
must complete GCC)

Provides employees with skills for conducting conversations that effectively attend to external and internal customers' human and business needs. Manage the four common parts of a customer interaction as the expert guide. Uncover additional customer needs and respond with information to help the customer make decisions while linking features and benefits to customer needs.

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Module Skill Map

Coaching for Stellar Service®

Develop Coaching, Feedback, and Performance Recognition Skills – Service Coaches

Reaching for
Stellar Service®
Coaches Version
(4 hours)

Developing Others
for *Stellar Service*®
(4 hours)

Giving Constructive
Feedback for
Stellar Service®
(4 hours)

Recognizing Others
for *Stellar Service*®
(4 hours)

Supportive skills, knowledge, and attitudes that help coaches develop the desired behaviors in individuals. Build constructive relationships that gain stronger commitment to improving performance and achieving results. Constructive feedback that builds openness and mutual respect. Develop others to expand their capabilities and confidence to face new challenges. Giving recognition that reinforce behaviors that lead to the right results.

Leading for Stellar Service®

Processes and Resources that Foster a Service Culture
Executives and Mid-Level Managers

Leading for
Stellar Service®
(2-day workshop)

Organizational skills, knowledge, and attitudes that help leaders direct the human, financial, and other resources of an organization toward successful delivery of desired behaviors.