

Professionals at all levels are feeling the pressure to deliver more with less. The demands of customers are escalating, and the resources to meet those demands are often limited. As things change faster and faster, it is increasingly critical for organizations and businesses to deliver results in a way that cultivates trust and generates the all-important Social Capital upon which sustainable depends. In today's economic climate, no enterprise, public or private, can afford to lose the confidence and trust of its customers.

Objectives

Learners who attend this program will have the opportunity to:

- Describe differences between human and industrial systems and how that difference impacts teamwork and collaboration.
- Discuss how the natural laws of commerce impact customer relations.
- Examine the impact of constant change on individuals and organizations, and how to monitor those impacts on themselves and others.
- Facilitate positive changes within their workgroups, using a method of communicating change that gains buy-in and commitment.
- Describe how quality customer relations affect their personal bottom line.
- Describe characteristics and behaviors which typify good, or bad, customer relationships.
- Identify situations in their workplace in which the Customer C.A.R.E. model would be helpful and be able to apply C.A.R.E. in those instances.
- Apply strategies and techniques for dealing with the three types of Difficult Customers.

Cultivating PRODUCTIVE RELATIONSHIPS

\$125, 8:30 – 4:30, Customer Service and Accountability



Presented by Dale McCoy

Dale McCoy is a Training and Organizational Development Practitioner, specializing in human performance improvement and leadership cultivation through learning and development strategies that yield measurable, data-driven, business results. After managing a multi-million dollar retail sales operation in Los Angeles for eight years, Dale gained extensive experience as a Human Resource Development Specialist with MCI Telecommunications, and as Manager of Training and Development with United Healthcare. Before launching his independent practice, Dale was also the Professional Services Manager of Training Development for Ineto, a web-based customer relations company in Texas.

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