

Customer Service Training on a Shoestring

Using Technology to Economically Train Customer Service People

LAS VEGAS, NV - Feb 9, 2008 - They're tough. They're demanding. Sometimes they're angry. Who are they?

They're your customers. And if you don't want to lose them to your competitors, you have to give them excellent customer service.

Today's customer service professionals need to know how to keep their customers satisfied by understanding their problems, listening to what they have to say and presenting the right solutions. So how does a customer service rep succeed in today's challenging environment? The answer is to keep up on the skills that will help them deliver excellent customer service.

In an environment where **90% of dissatisfied customers won't buy from you again** and where **a typical business will lose half its customers in five years**, how is a customer service rep supposed to succeed? First, they need to **adapt the right mind set** for servicing customers. Without the right attitude, the service rep won't be able to build the trust needed to develop a relationship with their customer. Second, they need to **learn basic customer service skills**. These skills include how to:

- Learn what customers want
- Identify different personality types and how to deal with each
- Listen better
- Present the right solutions the right way
- Handle objections
- Deal with angry and difficult customers
- Develop good telephone techniques
- Build good teamwork with their peers

The problem lies with finding the time to learn these skills, or at least get a refresher course in skills that were learned once but since forgotten. PEAK Sales Consulting now offers inexpensive, on-line Customer Service Training that helps new and experienced service professionals learn basic skills such as those listed above.

Called "**Customer Service Training Snippets**", which range from **22 to 35 minutes each (totaling about 1 hour and 30 minutes)**, these **three on-line training modules** are **Web-based sessions** that allow a customer service rep to get quick, concise training sessions on various customer service skills. Broken into **three separate modules**, these Customer Service Training Snippets cost only **\$24.95 for the entire set**. "Our Customer Service Training Snippets are derived and consolidated from our full customer service training courses. They are brief training sessions for both new service people to get up to speed on basic customer service skills as well as more experienced customer service reps to review techniques and skills that have long been

forgotten as well as learn new skills required in today's changing environment," said **Russ Lombardo, President of PEAK Sales Consulting, LLC** and instructor on the training programs. "For a small investment in time and money, a customer service rep can learn some of the basic skills needed to beat their competitors and retain more customers," said Lombardo.

Customer Service Training Snippets can be accessed by going to http://www.PeakSalesConsulting.com/Customer_Service_Training_Snippets.htm

Russ Lombardo is available for an interview. Please contact him at russ@PeakSalesConsulting.com or **702-655-5652**. Russ is President/Founder of PEAK Sales Consulting, LLC (www.PeakSalesConsulting.com) headquartered in Las Vegas, NV. Russ Lombardo, President/Owner, is an experienced Sales & CRM consultant, speaker, trainer, author, and radio show host. Russ works with sales executives and sales & support teams to develop processes and provide sales and service training for dramatically improving results and increasing revenue. Russ is author of the books, CyberSelling, CRM For The Common Man, and Smart Marketing, and is host of the popular Internet radio show, Sales Talk Radio. He can be reached at 702-655-5652 or russ@peaksalesconsulting.com.

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