

# THE IN-HOUSE TRAINING COMPANY

## Building a customer mentality – think and act customer!

### Overview

A one-day immersion course in building a customer mentality, designed to help foster the attitudes and beliefs that drive exceptional customer-focused behaviours.

Participants will develop a way of thinking and behaving that will produce a greater inherent awareness and appreciation of customers and their buying potential. They will develop attitudes and beliefs that drive exceptional customer-focused behaviours.

### Training objectives

*As a result of this course, all the participants will:*

- Recognise what makes a customer to buy
- Understand the drivers of customer loyalty
- Understand the dynamics of customer relationships
- Develop customer-focused behaviours
- Talk the customers' language, building trust and rapport
- Take responsibility for creating a positive customer experience
- Get over the confidence threshold

The over-riding objective is that every participant will in future deploy exceptional customer-focused attitudes and behaviours as a matter of course during every customer interaction.

### Audience

This unique programme is invaluable for anyone who deals with customers and is a vital underpinning for other customer-facing skills, eg, sales, account management, customer service.

### Format

This one-day immersion course focuses on creating awareness, developing attitudes and beliefs and embedding newly-acquired skills and behaviours as habits. It is highly interactive, very powerful – and great fun!

### The expert trainer

Cyrus Cooper has extensive experience within both the public and the private sectors. Formerly an internal learning and development consultant to the Ministry of Justice, he has also worked extensively in recent years as an external consultant, designing and delivering learning and training solutions for a wide variety of clients in the private and voluntary sectors. He specialises in – and is a published author on – helping managers to focus on their role and responsibilities with the aim of getting great results with the people they manage.

His academic and professional qualifications include a Masters degree in Management Practice, MBTI accredited, SDI accredited, Facet5 accredited, Diploma in Business Coaching, Diploma in Business Excellence (EFQM), NVQ Assessor, etc. Cyrus is enthusiastic and practical in his approach, with tools and methodologies explained clearly. His strong facilitation skills and focus on his audience create a powerful learning experience, as the following comments show:

*'Cyrus was fab – as usual.'* *'Building a Customer Mentality' course participant, Inter-Hannover*

*'This session was exceptionally brilliant. The trainer drew me out of my shell.'*

*'Good trainer. He was motivated, positive and confident. Group sessions were good.'*

*Graduate Development Workshop participants, Mouchel*

'Maximum Performance were engaged by Thomson Reuters to redesign our technology graduate development centre (the integral piece of the graduates' two year training programme). Throughout the programme redesign, I found Maximum Performance to be extremely responsive, creative in their approach and also dedicated to building a bespoke solution for Thomson Reuters. The feedback from stakeholders and delegates has been very positive on the content delivered, the facilitator's training style and Maximum Performance's ability to hit the ground running, intimately understanding our needs.'

*Khalil Ayub, Technology Graduate Scheme Manager, Thomson Reuters*

'We used Maximum Performance to design and deliver leadership skills for our people managers at LEGOLAND Windsor. We were pleased with the structured approach which provided a parallel process to our Team Leader training activities. Maximum Performance also helped incorporate some new training techniques we wanted to try such as Forum Theatre. Overall this part of the session was fun and energetic. It provided a powerful and memorable alternative to role play with excellent feedback from our Managers.'

*Head of Learning & Development, Legoland*

## Course outline

### 1 Stepping into the customer's shoes

*Focus: awareness of what customers are thinking and feeling*

- Recognising what drives a customer to buy
- Understanding the drivers of customer loyalty
- What is a customer 'relationship'?
- What customers look for in a relationship
- Developing customer-focused behaviours

### 2 Creating a favourable impression

*Focus: awareness of how we operate in certain situations and awareness that there are courses of action open to us that can create more favourable outcomes. Only once we are aware of what we do can we take steps to consciously change what we do to improve our performance.*

- Talking the customer's language
- Building trust and rapport
- Being assertive and professional
- Handling objections effectively
- Building a customer-focused mentality

### 3 Getting into a customer 'frame of mind'

*Focus: developing attitudes and beliefs that drive customer-focused behaviours. Leadership in sales and customer service is not achieved by mastering a process or a script but by making customers and prospects feel respected, valued and understood.*

- Developing supportive beliefs
- Taking responsibility for creating a positive customer experience
- Getting over the 'confidence' threshold
- Embedding the mentality

### 4 Being proactive

*Focus: embedding newly-acquired skills and behaviours as habits.*

- Practice makes perfect
- Turning skills into habits
- Supporting your own development
- Hints and tips to translate the learning into competencies that are engrained in everyday activity

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