

Lip Service

First Class Telephone Skills

This workshop is designed for employees whose primary contact with customers is across a counter and on the telephone.

YOUR PEOPLE WILL LEARN HOW TO:

- ◆ Secret shopper taped recorded calls to ten stores—Played back and evaluated at session
- ◆ Identify attitudes that foster poor customer service—a customer service survey
- ◆ Deliver a “knock your socks off” telephone greeting
- ◆ Use their voice to paint a positive image
- ◆ Maintain energy after the 300th call
- ◆ Respond to long hold or queue times
- ◆ Create a call back culture
- ◆ Have more fun at work
- ◆ Understand the way auto repair shops sell time
- ◆ Improve their customer service vocabulary with thirteen “phrases that pay”
- ◆ Reduce dropped calls by 1/2 or more—Are customers calling your competitors?
- ◆ Replace rude responses like “hold, please”, “nope”, “yep”, “who’s next?”
- ◆ Identify words that improve customer rapport
- ◆ Improve everyday statements such as “Do you mind” and “No Problem.”
- ◆ Stay positive to guarantee success with customers and co-workers
- ◆ Call them by name—eliminating “buddy” and “partner”

WHO SHOULD ATTEND:

Parts counter people/inside sales

CLASS SIZE:

Recommend a maximum of 25 students per session

SESSION LENGTH:

3 hours

Please add 15 minutes to session length for each break

ADDITIONAL SERVICE: Ten calls to stores after training to document “who” is using the training. Additional charge for calls over ten. Two on-site secret shopper store visits with written report detailing 12 or more areas inside and outside store. This service is provided when speaker arrives at destination with ample time and has a car.

SPEAKER BIO FOR MEETING PLANNER ONLY

A tailored introduction will be supplied

Margie Seyfer is a motivational speaker who conducts high energy keynotes and workshops on attitude enhancement and telephone customer service. She has inspired thousands of people to become more effective in the areas of communication, interpersonal skills and workplace harmony.

She has written telephone customer service articles for Motor Age and Auto, Inc. magazines and the ASE Blue Seal Newsletter. In 1998 she authored *From Attitude to Zeal—26 Insights for Energizing Your Life*. One of her stories appears in *Chicken Soup for the Nurses Soul*.

In 1985 she became certified to teach DiSC and uses the Personal Profile System and other people reading instruments to help participants in her “Power Up your People Skills”, “Selling to Personality Styles” and stress management programs.

With a 20 year background leading a large sales and management team she presents in a style that is both exhilarating and exciting. She has conducted training and provided keynotes to corporate audiences such as Qwest, IBM, HBO, Dish Network and Frontier Airlines. From banks to schools and associations she engages her audience both as a trainer and keynote speaker.

She has been the owner of Impact Presentations since 1985. She is a member of the National Speakers Association, Professional Level, as well as NSA/CO. She is an Accredited Automotive Manager and a certified trainer for the Automotive Management Institute.

ABOUT MARGIE SEYFER:

Margie has been conducting training in the parts industry since 1999. Her focus is to help owners and managers make her “out of the box” ideas work. She brings a fresh approach to your people with her high-energy style and interactive training techniques. The goal of her training is for your people to realize how smart you really are by putting “teeth” in the training you have provided your people in the past. Her training has a money back guarantee to improve your people’s attitudes and willingness to raise the bar on the customer service they provide. Those two results in itself will pay for the training with improved sales and employee retention.

PARTIAL CLIENT LIST

This client list includes only parts, transportation and automotive categories. Speaker will provide a complete client list, if desired.

AUTOMOTIVE PARTS:

All Pro Bumper to Bumper Auto Parts
Performance Warehouse Stores
Carquest Auto Parts
CO Auto Recyclers Assn.
Midwest Auto Parts Stores
NAPA Auto Parts
Parts Plus Stores
Robert Bosch Corporation
Central Motive Power, Inc. (Diesel)

AUTOMOTIVE REPAIR:

National Automotive Service Assn
Automotive Service Assn—AZ, CO, Illinois, Kansas City, Washington, California, Virginia
Automotive Service Providers—Minnesota
Motor Repairers Assoc. of Jamaica
Int'l Autobody Congress and Expo (NACE)
Carquest TechNet Repair Businesses
NAPA Auto Care Centers

TRANSPORTATION:

ATC Freightliner
Transwest Trucks
Ralph Schomp Auto Dealerships
Frontier Airlines
Rocky Mountain Fleet Managers Assn.

TRANSPORTATION ASSOCIATIONS:

Association of Diesel Specialists
Service Specialists Association

TELEPHONE CUSTOMER SERVICE

Margie knows how telephone customer service impacts your bottom line. Her husband owns an automotive mechanical repair business. She overheard the new receptionist at her husband's business tell a caller, "That's just how it is." She volunteered to conduct a mini-training for her husband's employees and thus, Lip Service – First Class Telephone Skills was created. She has taught customer service all over the country. With a high-energy style, Margie provides important customer service tips and techniques to help boost productivity and customer relationships. Even though her client list includes IBM, HBO, Qwest and State Farm, she is best known in the automotive aftermarket for her specialized training in that field.

She is a professional member of the National Speakers Association and NSA-Colorado chapter.