



SDAPHCC Customer Service Representative Training

The ultimate training program for your Customer Service Team provided through a series of six short virtual sessions

The average service business spends upwards of 10% of total sales trying to stay ahead of their competition to capture market share. But did you know improving customer loyalty and retaining existing customers can improve your revenue stream by more than 25%.

This training is designed to provide a system that you and your organization can follow to answer and book calls, provide great customer experiences, and enhance the profitability of the company. We will also focus on daily, weekly and monthly activities your customer service team should be performing to help improve customer retention, increase opportunities and optimize your marketing budget.

Good customer service is no longer good enough. We live in a world where customers expect great experiences from your team.

Class Information

The class will be conducted virtually through six short sessions over the course of several weeks.

Sessions will be held on the following dates from 11am-12:30pm (CST) or 10am-11:30am (MST)

- September 11
- September 18
- September 25
- October 2
- October 16
- October 23

All participants will need zoom access with camera and audio capabilities.

Register your staff for this unique training opportunity

- Equip your CSR's for success
- No Travel Needed
- Minimal disruption to daily work flow
- Establish a culture of service that drives repeat business

REGISTRATION FORM

Name _____ Company _____

Phone _____ Email _____

Supervisor _____ Supervisor Email _____

To register, return form and \$499 per person (members) or \$599 per person (non-members) to the SDAPHCC Office by August 1, 2024. Please complete a separate form for each attendee.

SDAPHCC, 707 E 41st St, #220, Sioux Falls, SD 57106
Phone: 605-271-7255 Email: kristie.phcc@midco.net

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Class Objectives

- Discuss the energy and attitude to create a winning formula
- Communicate proper phone etiquette
- Discuss procedures for and importance of answering the phone properly
- Develop an understanding of customer service versus customer experience
- Identify characteristics of great customer service representatives
- Understanding important plumbing terminology
- Provide effective scripting to be used by employees who answer the phone
- Utilize tools to overcome customer objections
- Develop a list of must do activities

Meet the Instructor

Todd Williams

QSC Business Coach

Todd graduated from the University of Arkansas in 1988 and moved to Waco TX to open his first business, The Country's Best Yogurt (TCBY). He and his wife opened their second location 6 months later and added a Mrs. Fields Cookie franchise to that location. They added 3 more locations later in the 90's, these stores were co-branded with Subway franchises.

They sold their stores in 2007 and Todd was recruited as a business consultant/coach by The Dwyer Group/Neighborly.

He worked for Mr. Rooter plumbing as a business coach for 8 years and moved over to AireServe, their HVAC franchise, for 4 yrs.

He founded a start-up business in 2019, BST Advisors where he worked with owners in various types of business's until he accepted the role of business coach with PHCC-QSC in 2023.



This class is provided by PHCC-National's Quality Service Contractors (QSC) and is part of their training program offerings. QSC is an enhanced services group of PHCC dedicated to enabling service and repair contractors to achieve unparalleled success through innovative education, training programs, and comprehensive business services.

For more information about QSC visit their website at: qsc-phcc.org