

Super**UTRAIN**[™]
Leader's Guide
for
**SERVE
RIGHT**

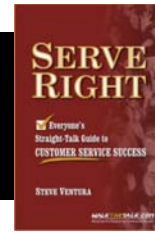
This complete **SuperUTRAIN Package** provides everything you need to conduct effective training sessions and activities based upon the popular handbook **SERVE RIGHT** by Steve Ventura.

Whether you're a seasoned training professional or a team leader with minimal teaching experience, this package will equip you to present the ideal learning experiences for your group.

WALKTHETALK.COM

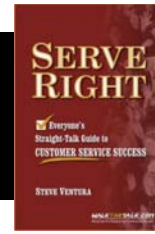
Resources for Personal and Professional Success

Table of Contents



Introduction	Page 3
Training Message & Objectives	Page 4
Delivery Options Matrix	Page 5
Training Preparation	Pages 6-7
Training Activities	Pages 8-22
Welcome / Review Agenda & Training Objectives	Page 8
View & Discuss <i>Customer Service Movie</i>	Page 9
Learning Exercise # 1	Page 10
Learning Exercise # 2	Pages 11-12
Learning Exercise # 3	Pages 13-14
Learning Exercise # 4	Pages 15-16
Learning Exercise # 5	Pages 17-18
Learning Exercise # 6	Pages 19-20
Learning Exercise # 7	Page 21 (Personal Action Plans)
Review Key Learning Points / Close	Page 22
Complete Feedback Forms / Distribute Certificates	Page 22
Training Tips & Techniques	Pages 23-24
How to Make the Learning “Stick”	Pages 25-26 (What to Do <i>After</i> the Training)

Introduction

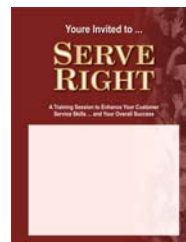


This **Leader's Guide** provides a variety of training options to meet your specific needs. You may choose to create a complete half-day (3½ hour) training event. Perhaps a 60-minute session would be better for you. Or maybe you merely want to add a quick learning activity ("Meeting Agenda Item") to one or more of your upcoming work group meetings. Regardless of your preference, with this Leader's Guide, you'll soon be ready to go!

INCLUDED MATERIALS

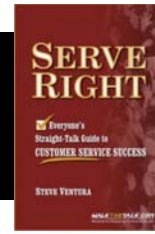
Within this complete SuperUTRAIN package, you will find the following easy-to-use components to assist you in your training delivery:

- ✓ A complete **Leader's Guide** (this document) – to print and follow.
- ✓ **PowerPoint® Visuals** – to select, assemble, and use.
 - a set of standard Presentation Slides that correspond to the training activities in this Guide.
 - a set of additional Resource Slides to add and use at your discretion.
- ✓ **Participant Materials** – to print and distribute as appropriate.
- ✓ A copy of the **SERVE RIGHT** handbook.
- ✓ The **Customer Service Movie**.
- ✓ A **Program Invitation Mini-Poster** – to print and send to all attendees. (with a blank text box in which to add your training session information).



PowerPoint® is a registered trademark of Microsoft Corporation

Training Message & Objectives



Training Message

Fact is, your job – *everyone's* job – exists for one primary purpose: to either make or do things for other people. Those “other people” – which include patrons of your business **and** coworkers in other departments – have a label: they're “CUSTOMERS.” As such, *they* are the real source of your income ... *they* are the real reason you have been blessed with employment. And if *they* ever stop needing your services, so will your business.

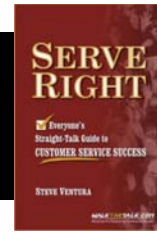
When you accepted employment with your organization, you took on a significant responsibility: taking care of the people who keep your business IN business. No job is any more important than that; no function is more closely linked to your organization's mission and its overall success.

Training Objectives

The learning activities provided in this SuperUTRAIN package are designed to encourage employees at all levels in your organization to enhance the behaviors they exhibit – and the results they achieve – by implementing the principles of **SERVE RIGHT**. The discussion questions and group exercises have been built around three primary training objectives:

1. **Review and discuss the key concepts presented in *SERVE RIGHT*.**
2. **Examine and discuss the importance of effective customer service behaviors and mindsets to our overall success.**
3. **Identify actions each of us can – and will – take to provide the best possible service to our external and internal customers.**

Delivery Options Matrix



Review the **Delivery Options Matrix** (below) when planning your activity or session. Within the Matrix you will find different training delivery examples. Consider which activities will work for your specific needs. Customize your program by selecting the desired activities that fit within your time frame.

ACTIVITY	Meeting Agenda Item	60-Minute Session	Half-Day Session	Keynote Presentation
Welcome / Review Agenda & Training Objectives (5 min.)		✓	✓	Call: 1.888.822.9255
View & Discuss <i>Customer Service</i> Movie (13 min.)	✓	✓	✓	
Learning Exercise # 1 (15 min.)	Time permitting, you can also use any of these exercises as independent Meeting Agenda Items.	✓	✓	
Learning Exercise # 2 (25 min.)			✓	
Learning Exercise # 3 (25 min.)			✓	
BREAK (15 min.)			✓	
Learning Exercise # 4 (25 min.)			✓	
Learning Exercise # 5 (25 min.)			✓	
Learning Exercise # 6 (25 min.)			✓	
Learning Exercise # 7 (15 min.) Personal Action Plans			✓	
Review Key Learning Points / Close (12 min.)		✓	✓	
Complete Feedback Forms / Distribute Certificates (10 min.)			✓	

You'll find instructions for conducting each of the above activities later in this Guide.