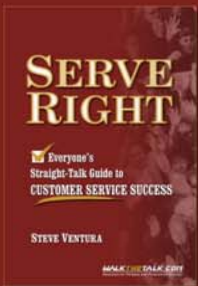


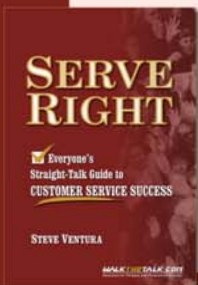
# SERVE RIGHT

# WELCOME!



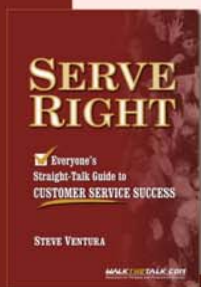
# today's objectives

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



# movie discussion questions

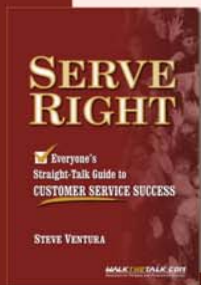
- If you had to describe the message of this film to someone else, what would you say?
- How do you feel about that message? Is it relevant for our organization? For you, personally? Why / Why not?



## Learning Exercise # 1: “Resonating Words”

1. Quickly read the *SERVE RIGHT Introduction* (pages 7-8) and *Closing Thoughts* (pages 61-62). Then ...
2. Identify 3 different *key words, phrases, or sentences* from those pages that you found meaningful and impacting ... that “resonated” with you.
3. Complete the “Resonating Words” handout sheet.

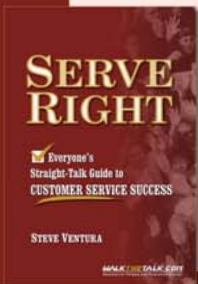
5 minutes



## Learning Exercise # 2: “ Top 5 Success Behaviors ”

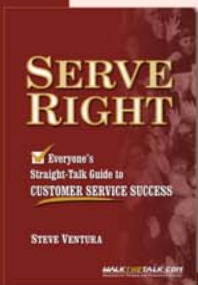
1. Quickly review all of the *SERVE RIGHT* behaviors listed on the *Contents* page (front of the book). Then ...
2. Work together to **identify the 5 behaviors** your team feels are most critical to customer service success in our organization ... and why. List your results on flipchart sheet.
3. Complete the exercise handout sheet.

9 minutes



## exercise # 2 discussion questions

- Was it easy or difficult to narrow all the behaviors and strategies presented in the book down to the “top 5”? Why?
- Were there any similarities or patterns in the results of the various table groups? What does that tell you?
- If you had to identify one “nugget” of learning from this exercise that will help you be a more successful server, what would it be?

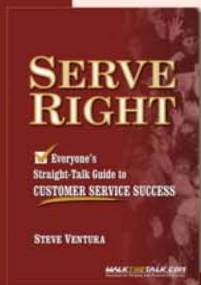


## Learning Exercise # 3: “ Leadership Obstacles ”

For each assigned *SERVE RIGHT* behavior ...

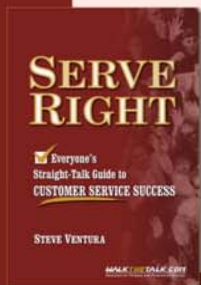
1. Work together in your team to **identify 1-3 potential (or existing) obstacles** that would make it difficult or challenging to actually *practice* that behavior. Then ...
2. **Develop one action strategy** (solution) for dealing with each obstacle you identified.
3. List your results on flipchart sheet. Complete the exercise handout sheet.

10 minutes



## exercise # 3 discussion questions

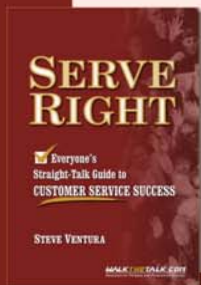
- Did any of the obstacles sound familiar? Which ones can you relate to ... which have you faced before?
- Of all the strategies (solutions) presented, which one resonated the most with you ... which one will you try using, yourself?
- What's the key learning for you, personally? What will you take away and remember from this exercise?



## Learning Exercise # 4: “Your Talk”

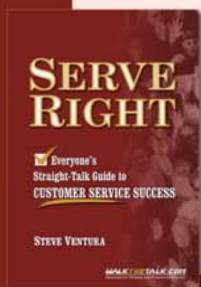
1. In table groups, quickly review *Talking Your Way to SERVING RIGHT* (book page 54). Then ...
2. Work together to **develop an additional list of “most important words”** (10, 9, 8, etc.) that are different than those in the book. List your results on flipchart sheet.
3. Complete the exercise handout sheet.

13 minutes



## exercise # 4 discussion questions

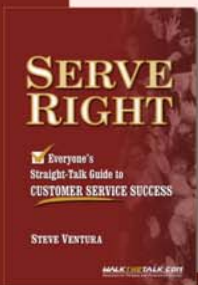
- Were there any noticeable similarities or patterns in the results of the various table groups? Does that suggest anything to you?
- Of all the additional “important words” presented, which was the most meaningful for you? Why?
- What can you conclude from this exercise? What’s the take-away learning for you?



## Learning Exercise # 5: “ Even More Assumptions ”

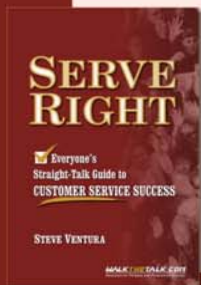
1. In table groups, quickly review *Watch your assumptions* (book pages 46-47). Then ...
2. Work together to **develop 2 additional assumptions** employees might make that would be counterproductive to high quality customer service
3. Complete the exercise handout sheet.

13 minutes



## exercise # 5 discussion questions

- How easy / difficult was it to come up with additional problematic assumptions? Why do you suppose that was the case?
- Were there any noticeable similarities or patterns in the results of the various table groups? Does that suggest anything to you?
- If you had to identify one thing you'll remember and do as a result of this exercise, what would it be?

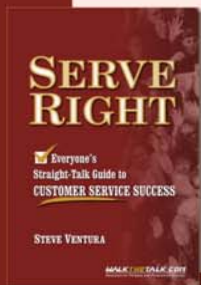


## Learning Exercise # 6: " Selling Slogans "

1. In table groups, work together to **develop 3 different slogans** – the kind that might appear on the front of t-shirts – that encourage everyone in our organization to practice the principles and behaviors presented in *SERVE RIGHT*.
2. List your results on flipchart sheet. Complete the exercise handout sheet.

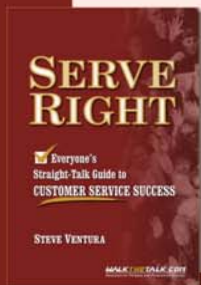
***HAVE FUN! BE CREATIVE!***

13 minutes



## exercise # 6 discussion questions

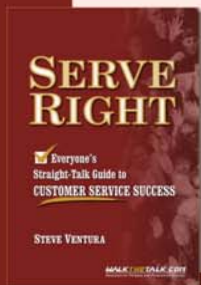
- How do the various slogans compare?  
Any similarities or patterns?
- Which of the slogans resonates the most with you?  
Why?
- To what degree did this exercise affect your personal motivation to continually provide the best customer service possible?



## Learning Exercise # 7: Personal Action Plans

1. Take a moment, individually, to quickly re-read the *SERVE RIGHT Closing Thoughts* (pages 61-62). Then ...
2. Make a commitment to yourself – and the external and internal customers you serve – by **completing the “My Personal Action Plan”** handout sheet.

13 minutes



# Remember ...

- Regardless of my title or function, I AM in the Customer Service business.
- No job is more important than SERVING OUR CUSTOMERS!
- My internal customers deserve the same great service that I owe to external customers.
- If my customers ever stop needing me, so might my organization.
- I must provide the best service possible. I owe that to my customers, my organization, and MYSELF.

