



Master Performance.  
Realize Results.



## GMP Mastery™ Coaching Workshop Description

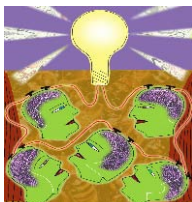
The Sixth Commitment of Mastery: **“We must Credibly Connect With and Consistently Delight Customers!”** requires that everyone in your organization be a salesperson with their focus on knowing and delighting their customers the first time and every time.

To maximize business performance in the future, managers must focus on their most valuable assets – their customers/clients – today.

This workshop starts a conversation about building our customer-oriented skills, planning effectively to meet customer/ client requirements on time, and giving customers/clients the benefits they want.

From gathering information that will help your team understand your customer/clients, to building successful working partnerships with them, every aspect of the customer-first approach is clearly discussed.

You will be challenged to evaluate your effectiveness as a customer service specialist and develop a specific and customized action plan for applying the workshop critical thinking and practice points to your organization.



## Delighting Customers (The First Time and Every Time)

### Workshop Critical Thinking and Practice Points Understanding Customers

- Why Put Customers First?
- Focusing on Our Best Customers
- Understanding the End Customer
- Finding Out What Customers Want
- Connecting With Our Customers
- Understanding the Buying Process

### Reviewing Your Approach

- Setting Customer-First Objectives
- Maintaining a Relationship With Our Customer
- Improving Our Business Processes
- Providing Customer Support
- Using Customer Information
- Using Best Practices
- Making Customer-Focused Decisions

### Delivering Satisfaction

- Promoting Customer Attitude
- Forming Partnerships
- Handling Change Effectively
- Succeeding with E-Business
- Communicating Clearly
- Dealing with Complaints

### Improving Performance

- Looking for Lasting Benefits
- Building Loyal Customer Base
- Learning and Innovating
- Evolving Toward Future Customers