

# 2014

## DMA Leadership Support Program

**DMA Leadership** is a team of professionals (Innovation Officers) with experience in leadership development and business improvement strategies using successful organizational change management models. We can help create a learning organization that is proactive in developing people and finding new growth opportunities.

DMA Leadership specializes in:

### PEOPLE

- Self Alignment
- Interpersonal and Relationship Skills
- Leadership Coaching
- Management Training and Development
- Behavioral and Personality Assessments

### PLANNING

- Strategic Alignment (vision)
- Business Audits
- Marketing – Sales Training
- Personnel Succession Planning

### PROCESSES

- Business Operations Alignment
- Adapting to Change
- Business Acumen
- Project Leadership
- Computerization



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## Introduction

**Innovation** is the activity of people and organizations committing to change themselves and the environment. It means **breaking routines** and dominant ways of thinking, introducing new concepts and behaviors, and launching new standards. Innovative thinking focuses on **creative orientation**; it arises from dissatisfaction with the current state and a commitment to leverage technological and social opportunities.

An **innovative (learning) organization** is the term given to a company that facilitates the learning of its members and **continuously transforms itself**. Learning organizations develop as a result of the pressures facing modern organizations and enables them to remain **competitive** in the business environment

The **main benefits** to the organization are:

- Maintaining **levels of innovation** and remaining competitive
- Being **forward thinking** to respond quicker to external pressure
- Having the knowledge to **better link resources** to customer needs
- Improving **quality of outputs** at all levels
- Improving **corporate image** by becoming more people oriented
- Increasing the **pace of change** within the organization

**DMA Leadership** helps your organization to embrace five main features:

1. **Systems Thinking:** Does your company have a culture of Silos?
2. **Personal Mastery:** Is individual learning embraced?
3. **Mental Models:** Does your company possess a confrontational attitude or an open culture which promotes inquiry and trust?
4. **Shared Vision:** Is there a common shared vision from all of the employees throughout the organization or is the company vision imposed from above?
5. **Team Learning:** Are the team members developing open communication, shared meaning, and shared understanding?

**DMA Leadership** partners with your organization to:

- Design and **execute** change management strategies
- **Mentor executives** in leading and managing strategies
- **Align departments** to the strategic plan for efficiency
- Create an **effective internal training** team
- Adjust **marketing plan** based on customer behavior
- Develop and **train your sales and marketing staff**
- Design metrics for real time analysis of sales performance
- Build **media relations** strategies
- Design **integration strategies** for the business units

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## Courses at a Glance

**DMA Leadership** will help create custom courses tailored to fit your unique situation. You are in control. Below are popular competencies and topics to help you on your journey.

- Building Trust
- Listening for Success
- Confident Decision Making
- How to Work with Others
- Effective Meetings
- Stress Management
- Strategic Planning
- Essential Skills of Communicating
- Delegating
- Personal Mission and Values
- Developing Performance Goals & Standards
- Effective Discipline
- Improving Work Habits
- Supporting Change
- Resolving Conflict
- Managing Complaints
- Providing Performance Feedback
- Communicating Up
- Motivating Team Members
- Leading Successful Projects
- Solving Workplace Problems
- Retaining Winning Talent
- Developing and Coaching Others - Team Leader to Team Member
- Developing and Coaching Others – Senior Management
- Safety Management as a leader
- Aberrant Behavior
- Presentation Skills
- Managing Critical Situations
- Diversity and Bridging Generation Gaps
- Resiliency
- Customer Orientation
- Business Acumen
- Project Leadership

What are the three urgent needs in your organization right now? What is your long term vision for successfully engaging your employees?

1.

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2.

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3.

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## People: Leadership/ Supervisor Series

Employees want an opportunity to develop their skills and enhance their contribution to your company. Learning and development gives people greater control and ownership in their jobs and contributes to increased loyalty and retention. Below are half day sessions for leadership development. This workshop series is designed for supervisors, team leaders, and managers. An analysis can be preformed to address your team's specific needs in their leadership journey.

### Developing Management Skills Overview

Leadership is getting "things" done through people and management is getting "things" done through resource allocation. In both instances, we are trying to accomplish a task, mission, or objective. This overview is the foundation course for supervisor leadership skills. Our goal is to introduce these competencies and prepare the learner for the series

Course objectives include the following:

- Use interpersonal skills for improved business communications
- Employ functional skills for greater efficiency with tasks and processes
- Establish a plan for continued development of management skills
  - ✓ Assessment
  - ✓ Interpersonal Skills
  - ✓ Listening
  - ✓ Coaching
  - ✓ Creating Teams
  - ✓ Motivating employees
  - ✓ Resolving Conflict
  - ✓ Presentation Skills
  - ✓ Time Management
  - ✓ Performance Management
  - ✓ Knowledge Management
  - ✓ Development Plan

### Time Management Training for Peak Performance

Learners will discover the difference between being efficient and effective. To manage time is to use time effectively and understand how we spend our time. Learners will learn to use tools and processes for efficiency and productivity. We will discuss the urgency addiction and how to avoid reactionary and addictive self destructive behavior. Learners will be able to recognize the time management matrix and prioritize by important and urgent tasks.

- Minimize the distracting emotions that can accompany heavy workloads.
- Recognize how results are achieved.
- Identify key "time wasters."
- Increase self-discipline.
- Develop realistic action plans.
- Do the most important things first, not the easiest or most enjoyable.
- Curb socializing and interruptions tactfully.
- Create an ongoing awareness of how time is managed.
- Create a greater sense of control over the workday.
- Instill a sense of accomplishment and satisfaction in the workday.

## Motivational Techniques/Communication Styles

In this program, participants will learn the different types of communication styles, why communication conflict exists and strategies for improving communication. This workshop provides insight into your behavioral style and explains how adjusting your style to fit different situations can enhance your personal effectiveness.

- Understand and adapt to your audience- helping others learn
- Express intention clearly and concisely in written communications
- Build collaborative and clearly articulate intention in verbal communications
- Formal presentation skills
- Listen for understanding
- Manage flow of communication and information.
- Writing SMART GOALS

## Managing Conflict in the Workplace

Conflict is any situation in which your concerns or desires differ from those of another person. Successful relationships don't just happen; they result from the skill of flexing and adapting to the needs of others. What you do comes naturally--but it may not be the right thing at the right time. To optimize results, you have to be able to effectively resolve issues, settle differences, and implement solutions on every level. The foundation of personal and professional success lies in understanding yourself and others. In order to get along, one must learn how to recognize and realize the impact of personal behavior on the people around you.

Understand the many possible sources of conflict and identify principles and communication skills for effective conflict resolution.

- Expand self awareness
- Develop awareness of others
- Assess conflict situations
- Practice using different conflict modes
- Understand the balance of assertiveness and cooperativeness to handle situations

## Effective Discipline

Discipline is the key to success. Self discipline makes employees realize what is required at work. Discipline can be positively related to performance. It is the bridge between goals and accomplishments. Effective discipline should be aimed at the behavior, and not at an employees' personality. The reason for discipline is to improve performance rather than punishing the employee. It starts with understanding the important difference between "**discipline**" and "**punishment.**" **Discipline** comes from the root word "disciple" and it means "to teach." Punishment means "to chastise or correct." Learners will discuss and practice the following competencies:

- Giving and receiving feedback
- Using praise

- Constructive criticism
- Using the situation- behavior- impact model
- What to do when things become difficult
- Use of the difficult conversations checklist
- Handling a grievance

## Developing & Coaching Others

This session is designed to be a transfer of knowledge. The supervisors/ leaders will practice all of the skills obtained in the other courses and transfer it into developmental action plans for their people. Coaching is helping *someone else* expand and apply his or her skills, knowledge, and abilities. For this program, coaching is defined as helping others succeed through guiding, teaching, motivating, and mentoring. This session will help the coaches identify shortcomings, determine the cause and what needs to change, get commitments, measure results, and provide feedback to staff. Following are reasons for coaching.

1. Coach for success
2. Coach for improvement
3. Managing performance problems

## Managing Safety with Confidence and Authority

Learn to maintain company expectations, how to run an effective safety meeting, learn the techniques to do a good job site observation, how to effectively respond to an observed safety infraction, coaching and counseling around safety, and how to handle incidents that may potentially require discipline.

- How to appropriately manage critical situations, conduct effective and proper investigations, and manage morale, employee/customer perceptions, conflict, potential company liability, etc.
- Manage aberrant behavior
- Understand the many possible sources of conflict and identify principles and communication skills for effective conflict resolution.
- Understand workforce policies

## Negotiations

Negotiation is a valid communication process and an effective means of reaching agreement and resolving conflict. Negotiation is an interpersonal decision-making process by which two or more people agree how to allocate scarce resources. In brief, no one likes conflict, it is disruptive, it zaps energy, and it steals time. As a negotiator, you must identify our own motivations and get in touch with your own emotional orientation. Understand the principles of interaction and the resolution process. There are three approaches to resolving disputes using interests, rights and power. Have an alternative plan before attempting resolution so you do not reach impasse.

- Identify sources of power/influence for the negotiator
- Explain the concepts and steps of a negotiation process
- Apply different negotiation strategies in various settings
- Determine when and when not to negotiate.
- Find collaboration through a six step process
- Understand value creation is based on synergy; the notion that the “whole is greater than the sum of its parts.”
- Use framing to help level the playing field.

## Leadership and Coaching:

*Help your organization flourish by giving your leaders the tools they need to be effective*

### **The CPI 260 Leadership Workshop**

Develop high-performing individuals and leaders by helping them gain insight into their strengths and skills gaps. The CPI 260 assessment contains 260 carefully selected items that are used to measure three vector scales (interpersonal approach, intrapersonal values, and level of satisfaction) and more than two dozen scales in five broad areas:

- ✓ Dealing with others
- ✓ Self-management
- ✓ Motivations and thinking style
- ✓ Personal characteristics
- ✓ Work-related characteristics

Building on more than 50 years of research and successful real-life applications—empirically derived and research validated—this powerful tool is designed for straightforward, easy administration that respects the time constraints of busy professionals. It offers practical, down-to-earth insights for the training and development of professionals in a range of business and organizational contexts. Feedback is available in two well-organized, highly intuitive reports. **Use the links** to view the [Client Feedback Report](#) and the [Coaching Report for Leaders](#). Help your organization with a variety of leadership and management development applications. The CPI 260 instrument is a highly effective tool for use in:

- Leadership development and management training programs
- One-on-one or group coaching
- Performance improvement initiatives

### **Understanding Teams using Personality Profiles (MBTI)**

**Type Indicator (MBTI)** is a personality indicator designed to assist a person in identifying some significant personality preferences. Katharine Cook Briggs and her daughter Isabel Briggs Myers developed the Indicator during World War II, and its criteria follow from Carl Jung's theories in his work. **Use this link** to view the [MBTI sample report](#) and this link to view [other MBTI Reports](#)



## Common Uses

- ✓ Self-Development
- ✓ Team Building
- ✓ Management and Leadership Development
- ✓ Problem Solving
- ✓ Career Development and Exploration
- ✓ Relationship Counseling
- ✓ Academic Counseling
- ✓ Organization Development
- ✓ Education and Curriculum Development
- ✓ Diversity and Multicultural Training

## In this class, participants will learn:

- To learn how you order your work world, make decisions and respond to situations
- To understand your strengths and blind spots from a different perspective
- To learn a framework for seeing differences as complementary rather than aggravating
- To learn how you can use the MBTI instrument with others to increase work effectiveness and productivity

## Emotionally Intelligent Workforce

*Emotional-social intelligence* is a cross-section of interrelated emotional and social competencies and skills that determine how well we understand and express ourselves, understand and relate with others, and cope with daily demands. It is important for the individual as well as the organization to recognize and manage emotions in ourselves and others as well as motivating ourselves and others to work to our true potential. Emotional Intelligence (EQ) is measurable, and most importantly can be developed! Cognitive Intelligence (IQ) helps to determine if an individual is trainable where Emotional Intelligence (EQ) helps to determine if an individual is capable. EQ addresses the emotional, personal, social, and survival skills associated with “street smarts”. Bottom line: The higher the EQ potential in an organization the more adaptable it becomes.

Learners will discuss and practice the following competencies

- To recognize their own strengths and weaknesses in the most critical behavioral areas such as intrapersonal skills, interpersonal skills, stress management, adaptability, and general mood.
- Rank and analyze their own strengths and weaknesses
- Understand how to use their values and emotions and use that knowledge to make decisions
- Accurately read other people’s emotional states
- Manage their emotions without being hijacked by them
- Persist in the face of setbacks; remain optimistic
- Constructively **channel impulses**
- **Confront** problems promptly
- Challenge others **appropriately**

- Demonstrate **courage**

### **Other EQ Training Workshops Include:**

- Personal EQ assessments with certified personal advisory interpretation and feedback on results
- Organizational and team assessments
- EQ 360 feedback assessments including peers, direct reports, clients, family and friends raters giving an unbiased look at how others see you.
- Coaching, seminars and individualized training programs to enhance and improve performance

### **Hiring the Best Using STAR Behavioral Techniques**

Today's managers are exceeding busy with many demands on time and energy. The burden of hiring employees is often a function that requires focus, time and talent. It is easy to pay little attention to the interview process. Learn to use the behavioral interview techniques to evaluate a candidate's experiences and behaviors so you can determine the applicant's potential for success. A STAR interviewer identifies job-related experiences, behaviors, knowledge, skills and abilities that the company has decided are desirable in a particular position. For example, some of the characteristics may include:

- |                        |                         |
|------------------------|-------------------------|
| ✓ Critical thinking    | ✓ Willingness to travel |
| ✓ Being a self-starter | ✓ Self-confidence       |
| ✓ Willingness to learn | ✓ Teamwork              |
|                        | ✓ Professionalism       |

Learn to use negative questions or experiences to cultivate positive responses in exceptional candidates. There are many hurdles to encounter in the hiring process, and this workshop will help you conquer those hurdles with ease. You'll learn how to make the interviewing process successful by:

- Learn to use STAR techniques for behavior interviewing
- Understand what you are looking for in a candidate
- Understand the core competencies in performance skills
- Craft questions to your specific needs
- Construct a fair evaluation system

### **Understanding your Behavior and Leadership Style (DISC)**

Understanding the many different types of behavior and leadership styles is a necessary first step in leadership development. Have you ever wondered why you hit it off with some people immediately, while with others it's like oil and water? Each one of the DISC's four styles has very distinct patterns of observable behavior. Once you understand these patterns, you have the key to unlock your ability to get along with nearly anyone. The foundation of personal and professional success lies in understanding yourself, understanding others, and realizing the impact of personal behavior on others. With this knowledge, behavior can be easily modified to build better relationships and launch successful careers.

Learners will discuss and practice the following competencies

- Learn your own personal style
- Have better relationships with different behavioral styles
- Discover behavior strengths and weaknesses
- Value the strengths of others
- Manage effectively by using situational Leadership
- Foster teamwork by adapting to different styles
- Improve communication skills
- Reduce conflict and stress
- Work life is made easier

### **The Thomas-Kilmann Conflict Mode Instrument (TKI) Workshop**

The ***Thomas-Kilmann Conflict Mode Instrument*** (TKI) is the world's best-selling instrument for conflict resolution. The 30-item, forced-choice inventory identifies a person's preferred conflict-handling mode, or style, and provides detailed information about how he or she can effectively use all five modes-competing, collaborating, compromising, avoiding, and accommodating. Using the TKI, individuals can learn to move beyond conflict and focus on achieving organizational goals and business objectives. Organizations can apply the TKI to such challenges as change management, team building, leadership development, stress management, negotiation, and communication. The TKI has been used successfully by businesses, educators, and organizational development professionals for over 30 years. It can be used as a stand-alone tool or as part of a comprehensive training program. **Click to view** the [TKI Conflict Sample Report](#)

**In this class, participants will learn:**

- A pragmatic, situational approach to conflict resolution
- Demonstrates how and when to use the five conflict-handling styles effectively
- Helps to initiate safe and productive dialogue to deal with conflict situations

### **Strategic Business Planning**

Your business plan is a living, changing, evolving document just like your business. The One Page Business Plan methodology causes very busy people to stop and think about their business while transforming confusion into clarity. We will learn to answer these questions on one concise page which will be a roadmap to a winning edge over your competition

**In this class, participants will learn to develop:**

- **Vision:** What are you building?
- **Mission:** Why does this business exist?
- **Objective:** What results will you measure?
- **Strategy:** How will you build this business?
- **Plan:** What is the work to be done?

## Other Topics of Interest

### Leading Organizational Change

Today it is essential that all employees become **change agents** by being more open to change, seeking information and learning how to adapt.

### Controlling Stress in the Workplace

Employees suffering from stress are not as productive as they could be, nor are they as healthy. For the well-being of our employees the workplace should be free of stress and of fear. The workplace should be a safe place to visit and work.

### Retaining Winning Talent:

As the American workforce **changes in age**, ethnic makeup, lifestyle and motivation, the agreement between the employee and the employer is also changing. It is no longer an exchange of loyalty for security, but rather a multi-faceted give-and-take between employee and employer.

### Employee Engagement

There is clear evidence that high levels of employee engagement correlate positively to improvement in individual, group and corporate performance in areas such as retention, turnover, productivity, customer service and loyalty.

### Customer Oriented Selling

Customer oriented selling techniques teach the sales person to understand the customer's perspective, focus on customer objectives, and guide the sales process toward a logical win-win result. Customer Oriented Selling sales training is based on a foundation in "consultative" and "strategic" selling with a strong pre-call planning process.

### Using 360 Feedback in Coaching and Employee Appraisal

Using 360 is highly effective as a development tool. The feedback process gives people an opportunity to provide anonymous feedback to a coworker that they might otherwise be uncomfortable giving. Feedback recipients gain insight into how others perceive them and have an opportunity to adjust behaviors and develop skills that will enable them to excel at their jobs.

## Strategic Sales and Marketing Series

The ultimate marketing tool is the *mind*. Successful marketing implants in the mind of the customer a clear specific identify for a certain product or service. Changing markets are causing the way we take our product to market. **DMA Leadership** helps you navigate through this process. We help you to define your unique selling proposition in order to build your brand and be competitive in the marketplace.

**Below** are a series of classes and workshops tailored to guide you through getting new customers and while retaining your current customer base:

**Target Audience:** Business owners, sales and marketing professionals looking to increase sales and understand market trends

### Marketing Overview

In this course, we will develop a six part marketing plan that defines objectives and potential markets, look at brands, use features, advantages and benefits of the brand. Align personal and business goals. Create a company positioning statement and personal identity for your business. Explore the top 20 questions about your business that can be used as source material for brochures and websites. The participants will learn how to...

- Define their objectives and Target Market(s) which are the group or groups that want or need the company's products the most.
- Understand Niche Marketing identifies what key factors differentiate the company from the competition.
- Develop Identity: Identity is the visual way (ways) that the company projects its identity ("image") to its customers and prospective customers.
- Develop Advertising: Using features and benefits. Advertising is the paid form of a non-personal message communicated through various media. Advertising is persuasive and informational and is designed to influence the purchasing behavior and/or thought patterns of the target audience
- Learn to develop promotions which are events, publicity, and advertising that (used together) stimulate the sale of goods and/or services.
- Initiate Targeted Marketing plans that will contact their prospects and their customers more than once to make a sale.
- Explore other marketing vehicles such as personal selling, sales training, follow-up and networking.

## **The Benefits of Products and Services**

In this course we will explore benefits of doing business with your company as opposed to your competition. What is your brand? What is your USP or unique selling proposition? What do you do different or better than your competition? Can you compete on price alone? Marketers often confuse features with benefits. Features are things inherent to your product or service and benefits are what the buyer gets from your products or service. An example: You do not buy a drill; you buy a ¾ inch hole. The feature is the drill but the benefit is the hole it makes. At the end of the course you will have the tools to gain a competitive advantage. The participants will learn how to...

- Develop a company brand
- Understand the difference between features and benefits
- Use differentiation as a leverage
- Identify the company USP

## **Target Audience Profiling**

In this course we will explore the 80/20 rule of advertising plus the other rules to local advertising. We will also explore demographic as well as psychographic (lifestyle) stages and how each group has different needs. We will look at ways to conduct focus groups to really understand your customers and most importantly, implement the findings into your advertising efforts. The participants will learn how to...

- Understand the 80/20 rule for advertising.
- Explain the difference between demographics and psychographics.
- Establish a marketing plan to target a niche market.

## **The Essence of Your Brand Identity**

In this course, we will explore your brand identity and how to connect with your customers and build a greater level of trust and rapport. We will build a rock solid marketing bridge. Your marketing bridge links you to the customer in a personal manner before you ever spend money on advertising. Your bridge is the essence of your brand- from the telephone to the employees and even your location. You may be sabotaging your advertising efforts by ignoring the importance of your marketing bridge. The participants will learn how to...

- Discuss the difference between a brand and a logo.
- Explain the attributes of a marketing bridge.
- Perform an assessment of a company brand from a customer perspective by evaluating the marketing bridge.

## Advertising on a Small Budget

**Target Audience:** Business owners, sales and marketing professionals looking to increase sales and understand market trends

In this course you will learn many techniques and marketing weapons that are free. You will learn how to make the biggest impact for your marketing dollars by planning your investment in your future. We will explore common sense marketing through referral groups and low cost services. We will explore ways to manage the local media and actually have them work for you.

The participants will learn how to...

- Differentiate between broad (shotgun) and focused (rifle) advertising.
- Compare and contrast the major advertising vehicles:
- Guerrilla Marketing
- Identify low-cost and effective advertising strategies
- Understand efficient networking principles.
- Putting the Marketing Plan to Paper

## Marketing Arsenal and How to Use It

**Target Audience:** Business owners, sales and marketing professionals looking to increase sales through a clear message

In this course we will examine several marketing weapons and how to use them. We will look at protecting your progress through focusing on the real issues in your business. We will explore the magic ingredient- writing copy as well as dealing with the pitfalls of weak, sloppy, or boring ads. We will also explore the non-media aspects of marketing that will build your business on a firm foundation. The participants will learn how to...

- Prioritize marketing efforts for efficiency and effectiveness.
- Recognize and develop copy for impact.
- Describe the attributes of a marketing bridge

## Laws of Local Advertising

**Target Audience:** Business owners, sales and marketing professionals looking to increase sales and understand local market trends

In this course, we will tie in cost effective tactics for small business success by unlocking the secrets of traditional advertising, generating word of mouth marketing, and expanding your market share through public relations. We will examine low cost, high impact ways to send your marketing message as well as the use of mini-media ideas. In this course you will learn to take advantage of the every selling opportunity- from your order forms to your business cards and even gift certificates. We will also explore the advantages and disadvantages of using an advertising agency. The participants will learn how to...

- Explain the essential steps in marketing your business.
- Explain the power of word of mouth marketing
- Develop an effective advertising mix.
- Develop a marketing plan using goal analysis.

## How to Build Loyal Customers

**Target Audience:** Business owners, sales and marketing professionals looking to increase sales **through** creating loyal customers

This course focuses on essential marketing tools to get customers to buy more, stay longer, and win over the competition's loyal customers. We will explore calculated loyalty which represents the cost of switching to a new vendor as well as emotional loyalty which grows from social ties and positive feelings in business relationships. We will concentrate on ways to boost loyalty as well as how to use word of mouth marketing. The participants will learn how to...

- Define customer loyalty, the cycle of success, and factors in building success.
- Describe the attributes of a loyal customer.
- Explain the tangible costs versus the intangible costs because of poor customer service.

## Customer Service and Sales Four Part Series

In today's competitive marketplace, customer service is one of the most important ingredients of the marketing mix for products and services. Customer service is the activity of identifying and satisfying customer needs and expectations. This skill-building program will help your employees develop and achieve "extreme" customer satisfaction and goodwill and learn how to effectively handle customer issues, problems, and complaints. Help employees develop first-class competencies in meeting the service needs of external and internal customers. Meeting customer expectations is a top priority. Loyal customers are the engines of every organization. It is important to understand the dynamics of customer service, both internally and externally, and how this has a direct impact on the success of your organization.

This program is designed to help you learn to excel in delivering quality service with a caring attitude. Customer service and sales training provides you with a unique opportunity to learn new skills that will help you and your organization become a high quality customer service provider. The participant will learn how to...

- Understand the steps to effective and persuasive customer service
- Understand and adapt to the customer's needs and interests
- Keep calm and professional in spite of stress and conflict
- Understand that complaints can help retain customers
- Develop partnerships with customers
- Manage special customer service situations and problems

### Module 1: Delivering Fantastic Customer Service

- Review roles, Responsibilities, and Objectives
- Customer Expectations: Internal and External
- Benefits of Customer Service
- Positive Attitude, Healthy Procedures, Shared Vision and Teamwork



- Handling Moments of Truth
- Cycle of Service
- Fantastic Service Equation

## **Module 2: Effective Sales and Communication Skills**

- Tools of an Effective Sales Person
- Determining Needs: Two-Way Communication
- Proactive Listening
- Overcoming Sales Blocks
- Noise: Distractions, Perceptions, Value Judgments
- Positive Body and Verbal Language
- Communication Tips: Telephone, Voice-Mail and Email

## **Module 3: Problem Solving**

- Dealing with Different Customer Personalities
- Dealing with Anger: Stages of Customer Frustration
- Meeting Needs and Problem Solving
- Final Fantastic Service Components
- Role Playing

## **Module 4: Teamwork and Action Plans**

- Sales Cycles
- Managing Tasks and Relationships
- Sales Relationship Action Plan
- Service Management Loop
- Customer Service Action Plan

## **DMA Leadership Business Support Program: Practical Advice That Works**

### **YOU are in CONTROL**

**Welcome** to the **Business Support Program**. All advice given will be to assist you and your personnel to make decisions, but no decisions will be made for you or on your behalf. Your Innovation Officer, Deborah Duke and her specialist colleagues will provide you with hands-on assistance at your place of business or other pre-agreed meeting places within the year.

### **ASSISTANCE**

These hours will be spread throughout the program period and may be in the form of representing you at meetings with banks or clients, helping you with planning and implementation of goals and strategies, marketing, business planning, or any other way we can reasonably assist you and your company to further its aims and interests, particularly in the AGREED AREAS OF NEED as shown on the **Business Development Audit**

**DMA Leadership** understands that you may cancel this arrangement at any time you wish simply by giving DMA Leadership an immediate termination notice in writing

### **AVAILABILITY**

Your Business Support Program (BSP) Innovation Officer is committed to be available whenever reasonably possible to help with any problems regarding your business. Any matter capable of being resolved over the telephone with a single call will not be deducted from your total hourly allowance, but given **FREE OF CHARGE**.

I look forward to working with you and your team.

Warm Regards,

Deborah Duke  
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