

SALES

QUALITY

Service Delivers Profit and Customer Satisfaction

Improving Customer Delight

SATISFACTION

CUSTOMER
RELATIONSHIP

RELIABILITY

SERVICE

LOYALTY

PSL

PEOPLE STRATEGY LEADERSHIP

Taking your people to the next level

Service is at the heart of success,
when it comes to making revenue and profit targets
and at the same time leaving experiences that keep
customers delighted and loyal.





Is communication hurting your business
in any way?



Are there opportunities that are being
heard, seen and lost?



Are your team properly trained
in relationship intelligence?



Thinking About Service Teams

- They sometimes react emotionally when challenged by customers - just like the rest of us.
- Reactions can sometimes mean increasing costs and losing opportunities.
- At times, communication may be unclear or missing altogether.
- They play a key role in driving customer satisfaction.
- They are often the first to spot sales opportunities that support growth.
- Even a few words from them can strongly influence customer satisfaction and purchase decisions.



How can we help you?



1. Get buy-in to the service excellence mindset
2. Engage people with relevant, applicable and transferable learning
3. Provide tools that make it easier for your employees and customers, especially when they are under pressure
4. Transform communication and the perception of value



Improving Performance

We specialise in training Service and Support Teams. Making it easier for them and for you to deliver the results that are expected.

Insights

Insight 1 The human brain needs rules

A yellow rectangular sticky note with red handwritten text that reads "WHAT ARE THE RULES?". The text is written in all caps and has a slightly irregular, hand-drawn appearance.

What would happen if our Government said "we are closing the legal system and removing all rules?" Chaos. When employees are operating outside of their comfort zones, **stress goes up** and decisions **become reactive**. Sometimes in a good way. But, this very much depends on their rules, experience and skills. Do you ever have to put out fires caused by bad reactions?

Examples of rules for service

- Once you solve one problem you always create another
- Attitude amplifies ability
- Blame never helps anyone, least of all you
- Customers can't read properly when they are rushing and stressed
- Every relationship has an emotional credit account that needs filling
- Customers and colleagues will do more for you if they like you
- DDT - MMFI - QLS - these tools will transform your customer service
- There is a process you can master for achieving excellence



Checklist

Good News

We can help you to quickly transform the rules of **your team's game**.

Your people and business will gain competitive advantage.

Guiding principles – rules of the game are what everyone needs.





Insight 2 Good rules can improve

- Self-confidence
- Self-awareness
- Self-management
- Value
- Attitudes
- Trust

These can be the game-changer or raiser that you are looking for.

Insight 3 Good rules can prevent unhelpful thinking

How can we drive a car by thinking? We can't think fast enough, that's why we practice so that we can drive without thinking. Sport is the same.

- Sometimes we need to stop, think and consult others.
- Sometimes we don't have time to think and we will react.
- Sometimes our ability to switch our thoughts off is absolutely essential.



Insight 4 Good rules can transform performance

We all rely on our rules and tools with every situation we face. This is the problem or opportunity depending on how we look at it.

Improving our rules and tools means we can:

- Achieve more.
- Connect better with others.
- Enjoy a higher standard of work, confidence and life.

Insight 5 Core principles

- Technical skills and tools are critical
- Communication skills and tools are even more critical for reducing your costs
- Good decisions and performance depend on rules and tools

Insight 6 PSL rules and tools help customer facing teams



- Build trust
- Improve communication
- Create both positive first and last lasting impressions
- Prevent communication mistakes
- Keep customers informed at the right time and in the right way
- Motivate multiple, rather than one way of communicating with customers

There's more that help with

- Taking ownership and delivering to deadlines
- Preventing unnecessary and sometimes uncontrollable fires
- Negotiating with and leading others to success
- Dealing with difficult people and situations
- Working effectively with others internally and externally
- Managing conflict, stress, frustration, anger
- Preventing wasting time



And more for

- Leading yourself and others to success
- Improving decision making under pressure
- Safety first
- Identifying sales opportunities and sharing valuable insights with sales
- Relationship intelligence (RQ is as important as IQ and EQ)

Insight 7 We can connect with people at all levels

- Not all employees are the same
- We make it fit your team, business and goals
- Your team will achieve, connect and enjoy our training

Insight 8 Freedom and rules can co-exist



- Too many rules can reduce morale, creativity and ownership.
- Too much freedom can lead to chaos, mistakes and unclear accountability.

A healthy mix leads to employees feeling trusted, having clarity of expectations and guiding principles that improve their achievements, connections with others and work-life enjoyment.

Insight 9 The best companies create freedom within a framework

- The framework (rules) provides clarity, fairness and safety.
- The freedom empowers initiative, engagement and growth.

Conclusion PSL training, rules and tools can help you achieve your goals.

- Immediate results.
- Strong ROI through lowering costs & capturing more opportunities.
- Stronger customer relationships.
- We have trained thousands globally.

Our purpose

Help leaders create a culture where employees feel empowered to act freely within clear boundaries that improve and protect service quality, safety, profits and customer relationships.

A healthy mix leads to employees feeling trusted, having clarity of expectations and guiding principles that improve their achievements, connections with others and work-life enjoyment.

You may have your own training in-house

Your teams may already benefit from in-house training or trusted partners. But service teams deserve something more - a unique learning experience designed to unlock their impact in ways no other program can.

Everything can be improved.



Challenged if you do and challenged if you don't

Taking your team away from serving customers and generating revenue is a challenge that we understand.

That's why we have invested 25 years in making this work.

PSL tools work for all levels of experience and ability and your customers too.



Who Can We Train?

People who deliver, support and work with
internal and external customers

Application engineers

Contract managers

Customer service teams

Customer support

Field service engineers

Fitters

Front line managers and teams

IT support teams

Inside sales

Project co-ordinators

Project engineers

Project managers

Proposals and estimating teams

Quality systems engineers

Purchasing and supply chain people

Safety consultants

Sales teams

Software engineers

Solution architects

Technical consultants

Technical support teams

Training teams



Why Choose PSL?

1. Absolute focus on achieving your objectives
2. No up-front fees and great value
3. We make it easy to demonstrate the value
4. Our communication resonates with your employees
5. Flexible training options for availability
6. What we do is different and it works



What People Say About Us



I really enjoyed the course, Andrew is an excellent trainer and has a very engaging and interesting delivery technique. Thanks

I found the course very beneficial. The training provider was fascinating and came with a wealth of experience he shared freely with us. There are many skills and techniques I will apply to, not only my job role and dealing with colleagues/customers, but also in my personal relationships with friends and family so I thank you for the opportunity.

I loved the content of the book provided to guide us and has a lot of useful information I can use as a guide for the future.

Outstanding course - Everyone should go on this.



PEOPLE STRATEGY LEADERSHIP

Taking your people to the next level

*"What sets PSL apart is its proven framework,
adaptive methodology and transformative training,
empowering people to do the best work in their field
and to not let their customers down"*

www.psl-uk.com

enquiries@psl-uk.com

0800 634 3399 01952 201966 +44 1952 201966