

How PSL is transforming service to make companies great



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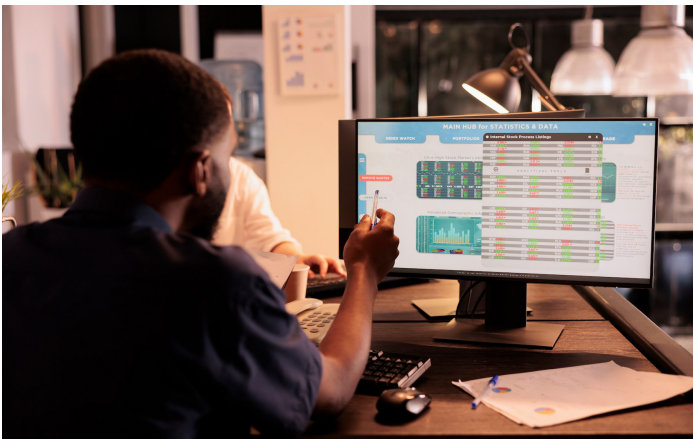
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Introduction

Whether your business operates locally or globally, the performance of your service teams plays a crucial role in driving customer satisfaction, fuelling growth and profitability. By focusing on enhancing both skills and mindset, we provide the tools your business needs to elevate team performance and achieve sustainable success.



We have trained thousands of employees, engineers and support teams around the world.

This has given our clients competitive advantage in their markets and in their capabilities to attract and retain top talent.



Enhancing performance doesn't have to be complicated or costly.

For a company to thrive, it needs employees equipped with the right skills. This includes training not only on the company's products and processes but also on essential customer and soft skills, ensuring more seamless service delivery and maximum value for users or customers.

90% of employee performance is influenced by mindset. A critical factor, especially during times of uncertainty. As you know well, an employee's mindset is shaped by various factors, with one of the most important being the tools they have to manage challenges such as fear, stress, frustration, and self-confidence.

When employees are empowered to respond thoughtfully and communicate effectively with internal and external customers, partners, and stakeholders, they minimise risks, prevent unnecessary costs, and strengthen the company's competitive edge.

This proactive approach ensures exceptional service while creating a solid foundation for growth and success.

"One of my favourite parts of the course is how engaged you keep us. At no point this week did I feel bored or distracted, and came out of the course feeling confident about myself and ready to hit the ground running"

Companies that build and maintain their teams in order to drive results in every region in which they do business will be the ones that succeed in the future.

Improving performance does not have to be complicated or expensive. PSL can give your people the tools that they need so that they and your business can grow.

Improving Customer Satisfaction

Technical expertise is invaluable, although it doesn't always guarantee the ability to navigate every customer interaction seamlessly. Strong communication and people skills are equally essential, as they enhance customer experiences and create lasting value in their minds.



The last impression is the lasting impression

Imagine a world where your company's customer service has 3 world-class guiding principles:

1. Understand customer needs
2. Take ownership
3. Use problem solving tactics

In challenging calls or meetings, effective communication may not always come naturally to employees when stress levels are high. 90% of customer satisfaction depends on the right communication.

Every interaction leaves a lasting impression, miscommunication can shape the customer's perception of your brand. Positive experiences requires more than just intention - they require thought and skill.

Managers face time constraints to train their teams effectively. That's where we step in. With our tools, resources and expertise, we train teams to enhance communication, build stronger connections, and deliver the performance that leaves customers delighted and loyal.



The best teams have the people who want to do the best work in their field and to not let their customers down.

Driving Growth

When employees engage with customers, they have a unique opportunity to uncover valuable needs. This not only provides a cost-effective way to generate profitable revenue but also gathers meaningful insights to enhance your offerings and better meet customer needs.

A good question can open a mind and make it ready to learn about new possibilities.

When employees know how to ask the right questions it makes their lives easier. It also makes the lives of customers easier too.

Conversations that employees have with customers are opportunities to learn. Really understanding customer needs can be a powerful way to build trust. The outcome being the win of a major project or additional sales that otherwise would have been lost.

The best approach is to ask considered questions, to listen and take notes.



Stories shape decisions. Whether it's the buyer's story, the seller's story or someone else's. In fact, 80% of purchase decisions are driven by these stories.

When employees ask thoughtful questions, it sparks meaningful learning on both sides, engaging customers in more rewarding conversations.

Imagine a workplace where your employees consistently ask smarter questions, actively listen and capture key takeaways.

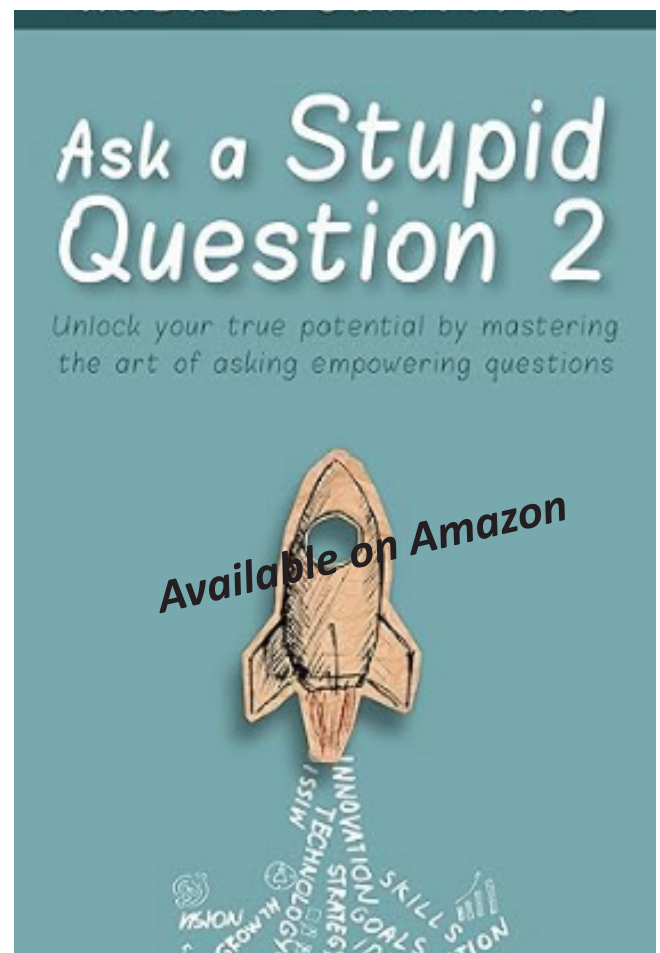
Improving the quality of discussions. Sharing more valuable insights is what creates business.

Many employees receive little to no training on how to ask the right questions, listen effectively and take notes. By engaging with intelligent case studies and proven techniques, they can learn how to uncover hidden needs, opportunities and ways to help customers.

With the right processes in place, success becomes not just possible but inevitable.

Don't let your memory block you. When you are saying that's not possible you are saying I don't want this.

Good questions unlock possibilities, they have the potential to transform an individual, a team and company's value.



Improving Employee Satisfaction

When employees are struggling, this affects their decision making, communication and sustainability. Change and challenges are inevitable. It is the toolbox that employees draw on that gives them the resources they need.

When employees have a robust set of tools, challenges become opportunities, and stress becomes manageable rather than overwhelming. This positively impacts not only their well-being but also your customers and your business.

We provide the resources to enhance your team's toolbox, equipping them to regulate stress responses.

By giving your team the same tools that elite athletes and top negotiators use to achieve peak performance, you enable them to feel confident, capable, and ready to excel. The result? A more resilient, high-performing team and a stronger business.



One of the hardest challenges for organisations is to find and keep the best talent. There are three reasons why employees perform well.

1. They want to do the job that they have.
2. They can do the job that they have.
3. They can cope with the stress that their job causes them.

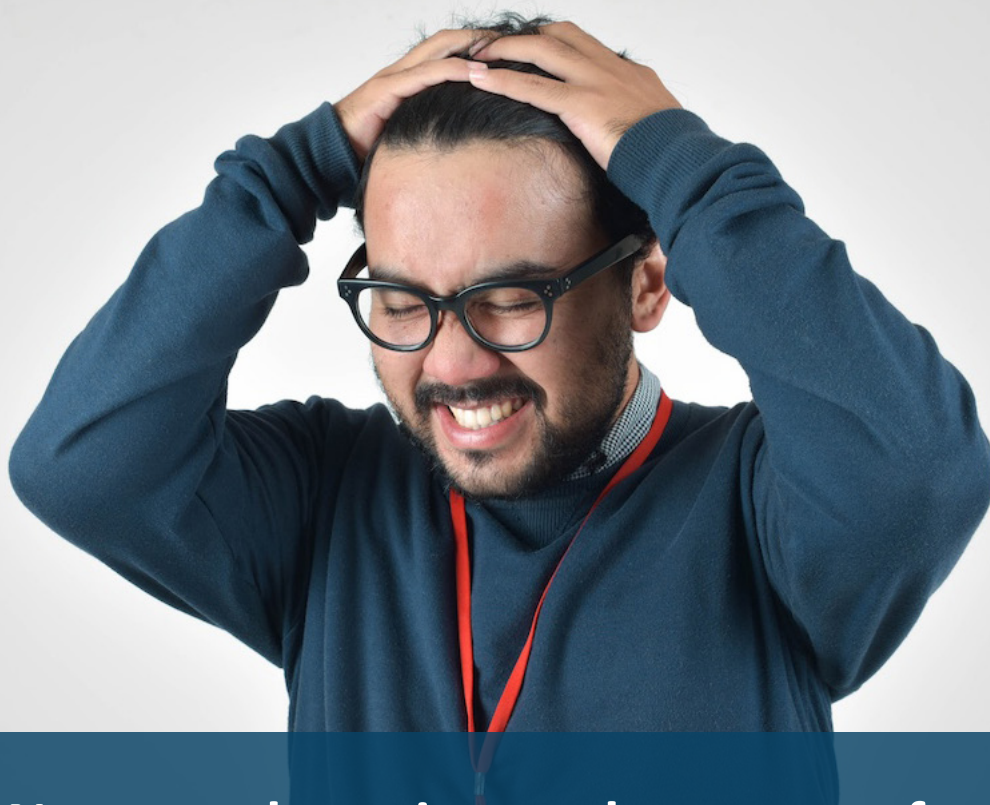
Investing in your employees' training is an investment in growth, both for them and your business. **By providing PSL check-lists and practical tools, you will empower your team to work more efficiently and with greater confidence.** This leads to a motivated workforce, equipped with the skills and mindset to consistently deliver exceptional results and drive improvements, customer delight and growth.



A great vision without great people will fail

Protecting Your Price and Profits

What do employees tend to say when customers put them under pressure or when things go wrong? "*We should give the customer a discount*". This may not always be the case, although it is a response that we have seen consistently.



Never underestimate the power of your value

When challenges arise, it's natural to focus on what's wrong and lose sight of what's right. Engineers, project managers, and support teams strive to deliver excellence - they want to meet deadlines, provide fully functional solutions, and maintain positive customer relationships without handling complaints or dealing with frustrated customers.

Because our initial reactions are often driven by the fight-or-flight limbic system, quick fixes can feel like the easiest path forward. However, it's just as important to focus on solutions that build long-term value. With the right skills and tools, teams can effectively manage these situations, protecting customer satisfaction and maintaining pricing integrity.

Offering a discount might seem like a quick win - and it often is. But when employees and customers see the true value being created, then money conversations or scope changes will become more constructive, which strengthens relationships and delivers better outcomes for everyone.

Creating a culture within a project where colleagues and customers don't want to let each other down requires certain skills and these can be learnt.



Conclusion

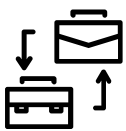
For growing businesses, successfully navigating change is a testament to their ability to deliver value to customers, no matter where they are or what language they speak. By building a team of exceptional people, businesses unlock the potential to discover innovative ways to expand their market share and drive sustainable growth.



Companies create competitive advantage through having the best people: PSL unlocks hidden potential and delivers the tools needed to excel in key roles.



Building high performing teams: Gaining fresh perspectives along with practical tools transforms learning into behaviours and habits that leave a lasting impression on both your customers and colleagues.



We have invested so that you do not have to: tailoring training to fit your team, your goals and what success means for you business and team is easy for us to do.



This does not have to be complicated or expensive: With a track record of successfully training thousands of people, we have proven methods to up-skill and inspire teams to excel.

"More than tick-the-box training"

PSL definitely benefits our business. They go the extra mile to understand our different businesses and to deliver training that has helped us to invest strategically in our people and grow our business.

Thank you for a great course. Great presentation style with lots of opportunities to ask questions and talk about real life examples which all made for a really enjoyable and informative course." "This has more than met my expectations." "A wonderfully practical course - both personally and professionally.

I wanted to take a moment to express my sincere gratitude for your guidance and instruction throughout the customer relationship skills course. Your expertise and dedication made the learning experience truly valuable. Your passion for the subject matter was evident in every session, and I am grateful for the insights and practical knowledge I gained under your mentorship. Your encouragement and support have not only enhanced my understanding of customer relations but have also inspired me to apply these skills in my professional life. Thank you once again for your commitment to our growth and development.

The training has been a wonderful experience. Thanks for sharing your knowledge and making the content interesting and interactive. The case studies were challenging but just enough to highlight where I may have gaps in my experience and thought process. I will be sure to remember all that was taught and practice with the tools you've now equipped us with.

It has been a very rewarding experience having this training instructed by you. I was looking forward to finish it but also learning from your experience and from the amazing people that I have had the training with. You've opened my eyes even wider about my company. This training has a deep sense of how to get a smart approach with customers, take ownership, but also change the habit of thinking, which can be used in daily life as well. I will never forget that.

First, I really appreciate you for arranging the Customer Service Training for us. It is the best training I ever had and it is MUCH better than reading or listening to slides in eLearning. Andrew is an extremely experienced trainer. He is knowledgeable, wise, intelligent, and respectful. His training suits people in different levels. I believe we all benefit from it. He keeps planting the idea, one team, to audiences. It helps us to jump out of box and think bigger. We are all here to make success. I believe Andrew really implement the theory - PEOPLE are the true asset. By attending his training, I feel the company treats employees' personal development at a very high level. The knowledge and skills we learned from the training will benefit our customer services and eventually bring more sales.

Thank you again Andrew for time spent with us this week. Also thanks to this remarkable team. Many of you I have known for a while, others were new, but was an enjoyable week and time well spent! I am so fortunate to be where I am today.

World leading training and the tools teams need to succeed.

Our Vision

Help companies to:

1. Improve customer satisfaction
2. Make their employees lives, talent and teamwork better
3. Grow and profitably

Our Values

Provide solutions that

1. Build employees and great companies
2. Boost performance when it counts
3. Mean we are a sure bet - by listening, accurate targeting, better preparation, working together, being creative and effective

Our Guarantee

Do what we are good at:

1. Training - that fits your unique needs with the tools that help your company to build great teams and grow
2. Engagement - taking people on a journey to learning, rather than imposing it upon them
3. Returns on investment - that are multiple for both your employees and your company



Taking your people to the next level

www.psl-uk.com