

5 Star Customer Service – Basics To Brilliance

Bank customers have more alternatives than ever before when deciding where to purchase the products and services they need. In an industry where all the products and services seem the same, there exists one differentiating factor...the *people* who service the customers. The bank who has engaged and knowledgeable employees who excel at providing exceptional customer service experiences has a definitive edge over the competition.

5 Star Customer Service – Basics To Brilliance provides more value to your bank customers. It is the culmination of over 12 years of research in the fields of *retail bank sales and customer service, human behavior, positive psychology, and emotional intelligence*. We teach bank employees how to generate customer loyalty by teaching them how to exceed customer expectations.

What Will Students Learn?

Students will learn what customers really want, how to master the basic principles of customer service, and how to provide a brilliant customer experience. These proven principles and methods have provided a successful road map for customer service success for hundreds of banking professionals. Using easy to learn steps, students will gain a greater understanding of:

- ★ Why mastering the basics is the cornerstone of being brilliant
- ★ How the brain works in everyday personal interactions
- ★ The five critical touch points of bank customer service
- ★ The correlation between customer service and customer experience
- ★ The essential practices to overcome customer dissatisfaction and client defection

What Will Be Covered?

Students learn through a myriad of proven methodologies essential for adult learners, including: high energy instructor led education, personal presentations, *mastermind groups*, independent study, video learning, role playing, interviews, peer presentations, and motivational lectures. Students will develop proven personal and professional skills developed by leading customer centric Fortune 500 Companies (such as such as The Ritz Carlton, Nordstroms, and Disney) in the following areas:

- ★ *Engagement* – engage the customer without being intrusive
- ★ *Relationship Building* – at home & on the job
- ★ *People Skills* – how to positively impact people on a daily basis
- ★ *Conflict* – resolve issues while controlling emotions



Who Should Attend?

Any bank employee who interacts with customers – either internally or externally – in any phase of the business process.

Format

This program consists of up to five classes. FTC Methods can tailor the content of the program for the specific needs of your bank.

Delivery

We offer our programs either on-site, or at our Leadership Youniversity in Boonton, NJ. Our mission is to work with you to create a dynamic program that will assist your in reaching the objectives of your bank.

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The Formula For Success

Build **Belief** in each individual that more is possible and that they can achieve higher levels of success. This **Belief** sets the foundation for learning.

Teach the **Skill Sets** required to achieve specific objectives and reach higher levels of success through practice and repetition.

Provide **Motivation** to overcome obstacles and excel

WHAT is the *formula*
for **SUCCESS?**

$$b + s^2 + m = R$$

(Belief + Skill Set + Motivation = Results)

Who is FTC Methods Inc.?

The FTC Methods programs are the culmination of over 25 years of research in the fields of retail bank sales and customer service, human behavior, positive psychology, and emotional intelligence. We offer an incomparable inside vision, field proven techniques, and a complete understanding of how to master the capabilities demanded in today's tough banking environment to be more profitable.

FTC Methods Inc. has been increasing sales in Core Deposits, Commercial Deposits, and Investment Sales in banks throughout the New York – New Jersey – Pennsylvania – Connecticut region. Through our proven professional development programs, sales rallies, keynote speeches, and seminars we have developed hundreds of employees into self-directed sales leaders. All of our programs incorporate the newest, proven, personal success principles that are vital to some of the most profitable Fortune 500 companies in America such as Cisco Systems, UPS, and Pfizer. Every program is designed to mentally and emotionally prepare bank employees for the challenges they will face in achieving overall success, as well as provide the tools, techniques, skills, and plans to achieve results. Our dynamic presentations deliver cutting edge information in an exciting, motivational manner that is easily understood and gets lasting results.

Ultimate Result

The ultimate result is a person who views their opportunities and challenges in a more positive manner, has superior skills to get the job done, and has a personal desire to reach higher levels of success.

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