



# AUGUST 28 & 29, 2018

# CUSTOMER SATISFACTION

**What is better, easier and more cost effective - holding on to existing customers or pursuing new ones?**

Are you positive you entirely understand your customers' expectations? Do you empathize with your customers? How successful are you in dealing with customer complaints? Do you want to retain your existing customers and be recommended by them?

**For the first time  
Maverick Consulting  
invites you to**

**Open-house training  
with Đorđe Maričić**

**Take home the best  
of our years of  
business acumen**

**Welcome!**

**MAVERICK CONSULTING**

## **BOOK YOUR SPOT:**

Price: 187 EUR / per day  
Payment accepted in RSD

Duration: 1 day

Contact:

[office@maverickconsulting.rs](mailto:office@maverickconsulting.rs)

+381 11 404 1005

# CUSTOMER SATISFACTION

August, 28, 2018 Active listening and understanding needs – One-day training course

The complete approach and content of this training course is based on principles of effective communication and managing interviews with demanding clients. The result of this approach almost guarantees a higher level of satisfaction among the users of your services and products and raising the bar in terms of the entire organization's reputation in the eyes of internal and external clients. The key to everything actually lies in accurately understanding your clients' needs.

## GOALS:

- Ability to understand expectations of internal and external clients
- Enhancing techniques applied to inquire about client needs
- Developing empathy towards clients

## METHODOLOGY:

- Andragogy

## IMPACT ON THE INDIVIDUAL:

- Understanding the imperative of excellence in communicating with clients
- Developing and enhancing leadership and communication skills
- Separating the personal from the professional approach in communicating with clients
- Raising workplace efficiency and productivity

## EFFECT ON THE ORGANIZATION:

- Aligning staff and organization client approach standards
- Revenue growth by increasing the number of satisfied existing customers
- Enhancing internal communication and strengthening teamwork

## TARGET AUDIENCE:

- Customer relations staff
- Sales representatives
- Team supervisors
- Department managers

## TRAINING PROGRAM:

- Active listening
- Asking questions
- Understanding needs
- Flexibility

# CUSTOMER SATISFACTION

August, 29, 2018 Solving complaints from demanding clients – One-day training course

The complete approach and content of this training course is based on principles of effective communication and managing interviews with demanding clients. The result of this approach almost guarantees a higher level of satisfaction among the users of your services and products and raising the bar in terms of the entire organization's reputation in the eyes of internal and external clients. The key to everything actually lies in accurately understanding your clients' needs.

## GOALS:

- Ability to understand expectations of internal and external clients
- Strengthening and enhancing customer satisfaction standards
- Successfully solving complaints from demanding clients
- Developing empathy towards clients

## METHODOLOGY:

- Andragogy

## IMPACT ON THE INDIVIDUAL:

- Understanding the imperative of excellence in communicating with clients
- Developing and enhancing leadership and communication skills
- Separating the personal from the professional approach in communicating with clients
- Raising the level of confidence when working with demanding and upset clients

## EFFECT ON THE ORGANIZATION:

- Aligning staff and organization client approach standards
- Revenue growth by increasing the number of satisfied existing customers
- Increasing staff productivity through rapid complaints resolution and increasing sales
- Enhancing conflict resolution skills

## TARGET AUDIENCE:

- Customer relations staff
- Sales representatives
- Team supervisors
- Department managers

## TRAINING PROGRAM:

- Active listening
- Solving complaints
- Delegating complaints
- Positive attitude during complaints procedure