

# Improving Customer Relations

Universal Training Systems Co.

This new, audio-visual training program has been developed to help upgrade customer relations to the professional level — to reduce complaints . . . inspire customer confidence . . . and boost sales, referrals and profits.

*Improving Customer Relations* focuses on motivating people to discover four essential qualities, upon which superior customer relations is based: Exhibit Knowledge, Demonstration Skills, Inspire Confidence and Show Awareness.

*Exhibiting Knowledge* means being able to volunteer needed information, and answering customer's questions quickly and accurately. This packaged program dramatizes why it is so important not only to know one's job, but also to convey this knowledge to the customer.

*Improving Customer Relations* shows how employees in various fields demonstrate skill — or lack of it — in their re-

use the product. This program demonstrates how some words and actions destroy customer confidence, and how others inspire it.

Based on custom - made programs created for numerous clients — and thoroughly tested for five years — *Improving Customer Relations* utilizes audio-visual techniques combined with discovery learning. Designed to motivate trainees to *want* to improve their performance with customers, this program presents and defines terms for performing and measuring customer service and shows how the customer perceives efficient and inefficient service.

*Improving Customer Relations* is available in either a 140-frame 35mm filmstrip or 140-slide format. Also included are an audio tape cassette, administrator's guide, discussion guide, and six learner kits.



lations with customers. Whether it's demonstrating a product, filling out order forms or taking telephone messages, the proper demonstration of skill can make a lasting and positive impression.

When an employee gives the customer too little or too much information, or volunteers negative information, the customer can quickly lose confidence in the company and/or his or her ability to

Each Learner Kit includes: action plan, preworkshop profile, film notes, self-analyzers, essential example sheets, self-inventory profile, 10 service - response scales, 10 customer - contact checklists, quizzes, and an attitude questionnaire. Priced at \$99 plus shipping. Free 15-day preview available. Contact: **John H. Rosenheim**, president, Universal Training Systems Co., 3201 Old Glenview Road, Wilmette, IL 60091.

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