



One Day SOCS™ Trainers Course Seminar

The trainer's course will allow the attendee to train staff in techniques, actions to provide exceptional customer service — while maintaining their personal safety in the workplace.

This one day trainer's course involves Ten Customer Service Training Modules - with proven instruction techniques to enhance learning and retention of the material taught.

- All participants receive a trainer's manual, PowerPoint CD, student workbook, and trainer's certificate.

Call us today to schedule SOCS Training "Security Officer Customer Service" for your organization.

Toll Free: 1.866.773.7763

Cost for on-site training: \$497 per person (minimum 6) + expenses
Seminar Cost: \$497 (See Seminar Locations)

Course Outline

- **Introduction**
What is Security Officer Customer Service - SOCS™?
- **SOCS™ Objectives**
- **Customer Service Modules**
Customer Service really is all about you!
- **Proactive Response Planning**
 - Your Part of the Equation (T+S=R)
 - Who is the Customer?
 - Why Customer Service?
- **Developing Customer Service Habits**
 - Identify Limiting Habits
 - Creating New Habits
 - Taking Action
 - No Retreat/No Surrender Policy

- Evaluate Yourself
- Benefits and Commitment
- Identifying Limiting Habits and Successful Habits

- **Module 1 - Your Attitude**
 - I+R=O
 - Five Types of Individuals
 - The Disease of Negative Attitudes
 - Developing a Customer Service Positive Attitude
 - Attitude Is Everything
 - Identifying Limiting Habits and Successful Habits

- **Module 2 - Your Presence**
 - Developing a Positive Customer Service Presence
 - Presence and Use of Force
 - Professional Image & Presence
 - Authoritative Presence
 - Defensive Presence
 - Command Presence
 - Identifying Limiting Habits and Successful Habits

- **Module 3 - Choice and Mission**
 - What is a Mission Statement
 - Organizational Mission Statements
 - SOCS™ Mission Statement
 - Values and Choice
 - A-B-C's of creating a Personal Mission Statement
 - Identifying Limiting Habits and Successful Habits

- **Module 4 – Trust Your Intuition**
 - What is Intuition
 - Your Five Senses
 - Using Intuition
 - Intuition Messengers
 - Brain Teasers
 - Developing Intuition
 - Identifying Limiting Habits, and Successful Habits

- **Module 5 - Meeting and Greeting**
 - Initial Contact
 - Giving Directions
 - Security Officer Etiquette
 - Shaking Hands
 - Three Messages Sent
 - Meeting and Greeting Rules
 - The Three Magic Words
 - Common Courtesies
 - Identifying Limiting Habits and Successful Habits

- **Module 6 – Electronic Communication Skills**
 - Receiving and Transmitting
 - Telephone Communications
 - Leaving Messages
 - Receiving Messages
 - Transferring Calls
 - Placing Customers on Hold
 - Radio Communication
 - E-mail Communications

- Identifying Limiting habits and Successful Habits
- **Module 7 – Managing Your Stress**
 - What is Stress
 - Types of Stress
 - Managing Stress
 - Stress Management Techniques
 - 10 Steps to Reducing Stress
 - Identifying Limiting Habits and Successful Habits
- **Module 8 – Building Customer Relationships**
 - The Customers Emotional Bank Account
 - Making Customer Deposits
 - Types of Customers
 - Dealing with Different Customers
 - Controlling your Emotions
 - Customer Contact Strategies
 - Identifying Limiting Habits and Successful Habits
- **Module 9 – Your Safety**
 - The Golden Safety Rule
 - AVADE™
 - What is AVADE™
 - Spatial Empathy
 - Contact and Cover
 - The Right Angle
 - Proper Stance
 - Safety Rules for Dealing with Upset Customers
 - Identifying Limiting Habits and Successful Habits
- **Module 10 – Personal Self-Leadership**
 - What is Personal Self-Leadership
 - Developing Personal Self-Leadership
 - Ten Steps for developing Personal Self-Leadership
 - Identifying Limiting Habits and Successful Habits
- **Review**
 - Course Written Test
 - Evaluation

- **Instructor Development Curriculum**

Effective Instructors know that their interaction with their class--their motivation and inspiration—are needed to effect any long lasting change.

This section provides proven instruction techniques to enhance learning and retention of the material taught.

- Adult Learners
- PowerPoint and Manuals
- Presenting to Staff
- Teaching Aids
- Instructor Presentation
- Teaching Practice
- Presentation Evaluation
- Bibliography
- Procedures for Training
- Training Requirements
- Forms and Exam Information

- Course Evaluation

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