

# Course 200

## Building Service Partnerships™

**Building Service Partnerships** demonstrates the importance of building **powerful and lasting partnerships** with customers and colleagues. This popular two-day course provides effective tools and proven techniques to help participants **increase service commitment, add service value** and enjoy lasting win-win results.

### Who Should Attend

This course should be attended by those who work in partnership with customers or colleagues.

### Program 201 **Connect with Your Customers™**

**Increasing your service commitment**

#### Learning Objectives

- Understand the four different models of service interaction
- Recognize the value of building service relationships and partnerships

#### Program Contents

- Understand the limits of one-shot deals
- Learn to create transaction satisfaction
- Develop consistent and reliable service relationships
- Achieve productive and profitable service partnerships

### Program 202 **Powerful Service Partners™**

**When you give more, you get more**

#### Learning Objectives

- Realize the key to getting what you want is helping others get what they value
- Learn how to add more value to service partners
- Understand how giving more leads to receiving more

#### Program Contents

- Discover how to get more of what you want from whomever you want
- Learn to identify what other people value
- Be proactive to add value for others
- Create lasting success through giving better service

### Program 203 **The Cycle of Service Improvement™**

**Adding value and building more trust**

#### Learning Objectives

- Identify service priorities
- Understand what customers want, need and value
- Learn how to create more value through better service agreements
- Learn four key steps to building trust with customers and colleagues

#### Program Contents

- **Explore:** identify priorities and values
- **Agree:** create value in your service promises
- **Deliver:** meet and exceed conditions of satisfaction
- **Assure:** build trust by following up and following through

### Program 204 **Closing the Loop™**

**Building a better future together**

#### Learning Objectives

- Learn how to anticipate and proactively respond to customer needs
- Create new service opportunities when completing current service agreements
- Add service value by following up and staying in touch

#### Program Contents

- Closing the Loop: connect the end of one service cycle to the beginning of the next
- Proactive Communication: deliver superior service through timely information
- Asking 'What If?': increase safety, security and service through your anticipation and contingency planning

**Prerequisite:** Successful completion of Course 100: Achieving Superior Service™



Course 200: Building Service Partnerships™ features these fundamental service principles and key learning points

## Build and use a common service language

UP! Your Service College builds a **common service language** throughout all levels in your organization and among internal and external service providers.

This means everyone understands and **applies the same service principles** in their work every day. This common service language is essential to building a superior service culture.

A common service language enables your staff to **communicate easily** and quickly address a wide range of service situations.

## Proven methodology

To ensure consistently high quality learning, UP! Your Service College features **video-based instruction with Ron Kaufman**, the world's leading educator and motivator for uplifting customer service.

**Certified Course Leaders** provide relevant service examples, lead customized exercises and facilitate group discussions.

This approach guarantees engaging and effective programs with easy application of key learning points and **practical action steps** for everyone.

**Course 200: Building Service Partnerships™** includes four half-day programs usually conducted over two consecutive days. These programs may also be conducted in half-day sessions to suit your operational needs.

## Flexible program delivery

- Introduction: 10 minutes
- Video lesson: 15 minutes
- Team exercise: 20 minutes
- Video example: 15 minutes
- Application exercise: 20 minutes
- Group discussion: 20 minutes
- Video summary: 15 minutes
- Learning quiz: 10 minutes
- Personal action plan: 15 minutes
- Team action plan: 20 minutes

## Certified Course Leaders

All Course Leaders complete a three-day Course Leader Certification Program conducted by a College Master Trainer.

Internal Certified Course Leaders from your organization expand the impact of UP! Your Service College and help you quickly build a superior service culture.

**Internal Certified Course Leaders** provide increased cost savings, greater flexibility in course delivery, effective customization of course exercises and attractive career development for your staff.

**UP! Your Service** enables organizations to quickly upgrade service performance and secure a sustainable advantage by building an uplifting service culture.

The UP! Your Service methodology aligns, integrates and accelerates your activity in three essential areas: Service Leadership, Service Education, and The 12 Building Blocks of Service Culture. This proven approach leads to an action-oriented culture empowering everyone to delight customers and colleagues with consistently uplifting service.

UP! Your Service was founded by Ron Kaufman, one of the world's most sought-after educators, consultants, and thought-leaders in the world of superior service. Ron is a regular columnist at *Bloomberg BusinessWeek*. He is the author of 14 books on service, business and inspiration and has been featured in *The Wall Street Journal*, *The New York Times*, and *USA Today*.

With offices in Singapore and the USA, UP! Your Service works with a diverse clientele of businesses, associations and government agencies throughout the world.

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