

Coaching for Stellar Service®

Training

Ensuring stellar service takes its rightful place at the forefront of your efforts to achieve business results

Employees are only as effective as the leaders who develop, guide, recognize, and share their commitment to stellar service.

Coaching for Stellar Service® is the supportive workshop of the *Achieving Stellar Service® Experiences* system. It's not just coaching; it's service coaching. When employees are aligned with their leaders and working toward a shared goal, they work harder and become more loyal. Coaches, in turn, find such a loyal, motivated workforce invigorating. That win-win cycle provides return on your training investment time and again.

The service coaching skills were adapted from modules of AchieveGlobal's popular *Achieving Results Through Genuine Leadership®* system. AchieveGlobal has taught these same skills to millions of participants in leading organizations around the world.

During the workshop, participants will participate in a variety of engaging individual and group activities, partner discussions, video demonstrations, role plays, and large-group discussions. They have fun as they gain familiarity and confidence with the new concepts and skills.

Content & Outcomes

Reaching for Stellar Service®: Coach's Version (4 hours classroom)

The purpose of this module is to explore the value of stellar service and the role of service coaches in helping all employees achieve it. Participants will be able to:

- Describe what stellar service is and the challenges of delivering it.



Developing the 21st
century workforce™

- Discuss the benefits of customer loyalty to the service coach, the organization, and customers.
- Explain the importance of the employee's role in building customer loyalty.
- Find and take advantage of key defining moments in customer interactions.
- Identify and discuss the three dimensions of service.
- Describe and apply four key qualities that customers—both external and internal—expect from stellar service.
- Use the four key service qualities to evaluate and improve the service that is delivered.
- Communicate and reinforce expectations for stellar service with others.

Developing Others for *Stellar Service*[®] (4 hours class-room)

The purpose of this module is to provide service coaches with skills for developing others, helping employees expand their capabilities so they will have the confidence to make decisions and solve problems on their own. Participants will be able to:

- Describe the role of a service coach in developing others.
- Explain how developing others can benefit the customer, the employee, the organization, and the service coach.
- Recognize the challenges in developing others and apply skills to overcome them.
- Identify and apply opportunities to develop the service skills and capabilities of employees.
- Demonstrate a set of key actions for developing others.
- Demonstrate a variety of listening and asking techniques that will help others feel confident in their own decisions.
- Conduct focused conversations with employees that result in action toward improved service.

Giving Constructive Feedback for *Stellar Service*[®] (4 hours classroom)

The purpose of this module is to provide service coaches with skills that will let them give constructive feedback in away that builds mutual respect and promotes problem solving and learning. Participants will be able to:

- Define and describe constructive feedback.
- Identify opportunities to give constructive feedback on service issues.
- Recognize the benefits and challenges of giving constructive feedback.
- Evaluate their current level of effectiveness at giving constructive feedback.
- Demonstrate a set of key actions for giving constructive feedback to others.
- Demonstrate techniques for handling challenging responses during a feedback conversation.
- Conduct constructive feedback conversations with service providers that result in action toward improved service.

Recognizing Others for *Stellar Service*[®] (4 hours classroom)

The purpose of this module is to provide service coaches with skills for recognizing and reinforcing the behaviors that support stellar service. Participants will be able to:

- Describe the impact of recognizing others for individual and organizational success.
- Demonstrate a set of key actions for recognizing others.
- Identify the service behaviors that should be reinforced.
- Determine the type of recognition that is best suited for each recognition recipient.
- Deliver recognition to employees and others in the organization who contribute to stellar service.



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