



The Training Place

Mission: Responding to community needs by providing performance improvement solutions resulting in economic development, sustainability and growth.

NEW! Sales and Service Academy

Presented by Catherine Goggia

Who should attend: managers, supervisors and their employees

Customer service is more than a job. Employees who are a good fit for customer service approach every task with an appreciation and focus on making a quality connection with every customer. This training emphasizes how to tap into the core elements of delivering your sales and service mission.

101: Customer Experience - Sales

March 30, 2010

2:00 p.m. – 4:30 p.m.

Training focus points:

- Converting product/service knowledge into expertise
- Targeting customer need
- Expanding customer view on information base

102: Customer Experience - Service

April 27, 2010

2:00 p.m. – 4:30 p.m.

Training focus points:

- Listening for understanding
- Connecting beyond products and services
- Persuading through investigation

103: Customer Experience - Stewardship

May 25, 2010

2:00 p.m. – 4:30 p.m.

Training focus points:

- Representing your organization
- Imaging the product
- Fulfilling your vision

Cost: \$45 per session

To register please call Butte College: The Training Place (530) 895-9015