

# Training Request For Customer Service Training



**Premier Training**  
Customer services  
&  
Challenging Situations  
Training Specialists  
since 2002



**premiertraining**  
UNLOCKING YOUR TEAMS POTENTIAL

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*“There is only one thing worse than training your staff and they leave  
and that is not training them, and they stay”*

## What we do

We offer training throughout Ireland and the UK for all aspects of customer service. We have included our generic course outline in this PDF download to give you an idea of the areas we cover.

The generic course covers both telephone, face to face and email customer service along with managing irate or challenging customers. If you are seeking training for your team, we can tailor the course content specifically to your needs and even use your own workplace scenarios for group work if you wish, to make it very tailored for your team.

We can also adjust the content of the course to meet all three areas, telephone, face to face or written or indeed we can concentrate on just one or two of the areas, whichever is most appropriate for you.

We have set out below the various types of training we offer:

### **Group Training for your team**

This is where we can go to your site or online and deliver a training programme specifically for your team. As stated earlier we can tailor the training for your team and your company.

Depending on the course content agreed we can generally cater for up to 12 people on a customer service course. We also offer this as a small group training for your team at a reduced cost for up to 6 people

### **Public open course group training**

This is ideal if you are one person or possibly two people looking to join with other participants from different companies for this one day training course, The content of the training will be as outlined on page .

The group size will be a maximum of 5 participants so as we can give every participant the opportunity to relate the training to their own business so we can tailor the content as best as possible for each participant. The cost of this training is €395 per person

### **One to One Coaching and Training**

This is commonly referred to as Fast Track learning and is where the training is dedicated totally to one person with the trainer. The training is tailored to the specific needs of the participant. The fee for this is €875 for the day

Training for all the above may be carried out in a face to face environment or online. All training is highly interactive, practical and participative.

Up to date testimonials for our training can be found on our website  
<https://www.premiertraining.ie/testimonials/>

# Meet the Trainer



Franks track record for success in business prior to training was excellent, he started his career as a trainee accountant but soon found his future was more geared to building customer service and sales teams and managing people. He recruited, built, trained, managed and developed highly successful teams.

Over the years Frank progressed into numerous management roles, and his final role in management corporate life was as General Manager/C.E.O. for a large insurance company managing a team in excess of 600 Call Centre, Customer Service, Administration and Sales staff, between Ireland and the UK. Such was his success in corporate life Frank was able to do what most people can only dream about, Frank retired at the age of 40.

After 18 months of retirement he decided he was too young to remain retired and was asked by a training company in Dublin to consider designing and delivering management and soft skills training programmes for them. Frank took them up on the offer and within 12 months was their most requested and popular trainer and acknowledged as their Senior Trainer

Frank carries out all the training for Premier Training and it is also his own company, so your training will be in safe hands with Frank.

His success as a trainer is due to his ability to create extremely interactive, highly participative training courses and also offer practical tips from his own business experience which delegates can use in their own job roles. Feedback from Franks courses average 4.95 out of 5 and 99% of companies he has trained for have said they would have no hesitation in recommending him to others. His style has been described as 'extremely engaging, experienced, excellent listener, brilliant at getting everyone involved and extremely knowledgeable about the subjects he trains in'.

There is a short selection of feedback from some of our clients on training we have recently carried out on the next page. We firmly believe that Frank is possibly the best trainer in Ireland and if not the best then very close to it. On our website we have over 100 testimonials for you to review from Companies of all different sizes and sectors. On request we can also offer you reference points to contact if you wish.

# Small Selection of Recent Feedback

Frank and Premier training as always were excellent. The content and delivery were excellent, and I keep saying Frank always gets everyone involved makes it so interactive he is so experienced. This was the most practical course I have ever attended and delivered again in a really easy user-friendly way.

*Sheila O'Riordan*



As always with your training the training was excellent, I found it very worthwhile myself and I also know from feedback of others everyone felt the same. Thanks again Frank for all the training you have done with us

*Elaine Hood*



I would definitely recommend both Premier Training and the instructor Frank, the training delved into all the areas that were important and I got some great tips, the whole day was interactive with real life good examples. I learned a lot, I loved the one to one coaching, it really will help me.



*Bryan O'Connor*

I have been on lots of courses with Premier Training and Frank and they are always excellent. The content is beneficial and role play group work is a good way to learn. Frank is an excellent very knowledgeable trainer and I would definitely recommend them



*Patricia Leamy.*

# Contact Details & Training Methods

## Contact Details

Telephone: 01 5820022 - Currently mobile is better as working from home 087 908 1329

Website: [www.premiertraining.ie](http://www.premiertraining.ie)

Email: [info@premiertraining.ie](mailto:info@premiertraining.ie). [enquiries@premiertraining.ie](mailto:enquiries@premiertraining.ie)

## Primary Contact

We propose to appoint Frank O'Toole, Director of Premier Training to deliver this training on your behalf. Frank will be your main primary contact for this engagement.

Frank will be available at your discretion and we provide his mobile number for your convenience.

Mobile: 087 9081329

Our mission for the moment is to continue to deliver practical training in the most interactive way we can with the most up to date resources available to us. All of our training will be in line with all up to date Best Practices and a variety of learning methods will be used to cater for all learning styles.

**If we tell you- you forget**

**If we show you – you remember**

**If we involve you – you learn**

# Course Outline

## Customer Service Best Practices and Managing difficult situations

- Manage telephone and face to face customers professionally and effectively
- Understand the key principles of the telephone as a communication tool.
- Use a proven method for achieving quality telephone Customer Service.
- Establish the clients needs quickly and effectively.
- Handle conflict and complaints successfully.
- Resolve problems by questioning and listening.
- Create the right first impression
- Use a proven for managing complaints
- Identify attributes necessary for effective customer service
- Know the impact of poor customer service
- Use the 4 steps of every customer transaction
- Understand the importance of attitude and accountability
- Use C.A.R.P. method to control difficult situations
- Use effective questioning and listening
- Communicate clearly and effectively.
- Understand the three core areas of communication.
- Know the pitfalls to avoid.
- Empathy techniques and Demonstrating empathy with irate cutomers.
- The 7 steps to managing difficult customers
- Understand the three basic types of human behaviour.
- Solve customer problems with a proven method.
- Dealing with difficult situations.
- Understand the 3 key communication steps for customers
- Create a professional image and perception
- Know and use the 5 Rs of customer service
- Manage customer expectations
- Manage challenging difficult customers
- Calm the irate customer
- Manage difficult situations skills and practices
- Demonstrate empathy



## Small Selection of Clients



**SuperValu**

**daa**



**SPORT  
IRELAND**



ESTD 1759  
**GUINNESS**

**PADDYPOWER.**



**Tallaght  
University  
Hospital**

**savills**

  
**permanent tsb**



**DSV**

Global Transport and Logistics



**expert**



**Bord Bia**  
Irish Food Board







**BORD NA MÓNA**  
Naturally Driven



Banc Ceannais na hÉireann  
Central Bank of Ireland  
Eurosystem





An Roinn Airgeadais  
Department of Finance



Banc Ceannais na hÉireann  
Central Bank of Ireland  
Eurosystem



Roinn an Taoisigh  
Department of the Taoiseach



Irish Council  
for Social Housing

