

# AGENDA

## Hands-on Coaching for EVERYONE'S A CUSTOMER<sup>I</sup>

Participants are invited to a real work session to implement real work with their associates. They are asked to bring six to ten business improvement recommendations with them; they will try to get them **implemented** and **measured** for tangible results. During the meeting they will receive special coaching on how to succeed at getting support and measurable results. Some of the coaching is listed below.

### Introduction

- ◆ Proof that everyone is a customer
- ◆ Verify intuitive skills and logical skill set
- ◆ Set meeting structure

### Listening for Other Points of View

- ◆ A new look at logic, emotions and decision making
- ◆ Video coached examples
- ◆ Coached exercises, real topics
- ◆ Real business, coached

Outcome: The ability to tell the degree to which others are buying in (becoming a customer) during the conversation. How to read willingness/motivation in any point of view.

### Business Rapport (Respect)

- ◆ Credibility skills that work immediately
- ◆ Video examples
- ◆ Coached exercises, real topics
- ◆ Real business, coached

Outcome: The ability to establish common goals in any situation. The ability to prove respect for every point of view. The ability to dissolve negative views.

### Analytical Skills for Doing Business

- ◆ Clarifying problems, needs, resistance or reluctance in factual terms
- ◆ Video examples of superior diagnostic skills
- ◆ Coached exercises, real topics
- ◆ Presenting facts, real recommendations

Outcome: The ability to factually tailor solutions to individual points of view depends on the ability to correctly analyze logical needs first.

### Positioning Your Ideas (Aligning)

- ◆ How to reason with every decision-making point of view.
- ◆ Video coached examples
- ◆ Coached exercises, real topics
- ◆ Real business, coached

Outcome: The ability to “follow” and reason with someone else’s point of view. How to position your ideas and solutions for faster acceptance. The ability to negotiate changes in point of view.



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# Everyone's A Customer<sup>I</sup>

*Everyone's A Customer<sup>I</sup> is a complete, integrated program you can use to measurably improve sheer competence at internal or external customer service, teamwork and communication.*

## The Product

Doing business with others requires a combination of technical and interpersonal skills—all aimed at communicating effectively, identifying and satisfying needs and resolving problems. This applies to internal as well as to external customers. After all, doing business requires the ability to gain the cooperation and buy-in of associates as well as that of customers.

**Everyone's A Customer<sup>I</sup>** improves the core business skills necessary to do business well in today's marketplace:

1. The skills are drawn from award-winning leadership, teamwork, sales and service programs with proven track records.
2. The skills are **measurable**, not vague, soft or fuzzy.
3. The skills can produce immediate business results.

"Fad" type programs have failed to produce the above results.

When was the last time you saw measurable increases in people's sheer competence and tangible business results as a result of training?

You will see it with **Everyone's A Customer<sup>I</sup>** because it already has a track record for producing those outcomes.

The approach is unique and highly effective. A group of 12 to 20 people who work together or have interdepartmental work in common come to a meeting to do real work. Specifically, to see if they can obtain some willing "customers" among themselves to implement tangible improvements in their departments or for the company as a whole.

There is a special kind of performance-coaching going on **during** the meeting's real work interactions. Coaching that shows people how to succeed at obtaining and serving customers. Participants become visibly and measurably more skillful. When conscious competence is attained, you can literally see them approach, serve, and obtain "customers." This real use of the skills produces tangible results that reinforce the skills, making them permanent for 85% to 90% of all people.

## Specifications

The coached meeting takes two days or the equivalent. It can be broken into shorter segments. All materials are provided: includes four award-winning, video-coached lessons, a meeting leader's guide and a participant kit for each person. Reinforcement is built into the materials. The meeting leader should be a properly certified coach.

## Applications

Use for all customer contact people and those who support customer service or salespeople. Also use for internal teamwork purposes. When people treat each other as "customers," teamwork is a natural consequence. All individual contributors (any department) will benefit. This program is also useful for culture change applications and work teams, process improvement teams, people new to sales who aren't comfortable with selling and engineers or technicians. There is a special emphasis on listening and respect skills, so almost any person in an enterprise will benefit from this coached session.

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*"I've been personally involved with The PAR Group for over 11 years and have integrated it successfully around the world in various overseas assignments. The fact that Coca-Cola's International Training and Development Department has incorporated the PAR system to be taught worldwide is a testament to its effectiveness."*

- Dick Thornton

Program Director, Leadership for Marketplace  
Excellence  
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