

“ASSET” - *Advanced Save Skills Excellence Training* *Retention Training for “Win Back Teams”*



Premise for Training

Today’s customers are tough, demanding and quick to pull the plug. It’s estimated that over 2,500,000 customers in 2010 will change providers or will choose not to renew subscriptions, licenses or services. Some will leave because of non-controllable events, others will leave because of poor customer service, product issues and/or competitive issues. Regardless of the reasons, progressive organizations are becoming increasingly aware of the importance of proactively retaining their most critical asset – their customers.

In addition to revenue growth, management’s quest in today’s volatile marketplace should be to “save” unhappy customers, reduce “churn” and avoid the staggering re-acquisitions costs associated with having to replace a lost customer with a new one. Specific and targeted retention training is an investment that brings a measurable, sustainable return-on-investment to any customer service oriented organization.

ASSET, Advanced Save Skills Excellence Training, is a proven, customizable solution that not only reduces churn but enhances customer satisfaction and subscriber loyalty.

Program Description

ASSET© – is a customizable turnkey program comprised of four (4) modules. This program can be delivered in a one day format with each module averaging between 1-½ to 2 hours of content. The target audience includes: customer service agents, supervisors, team leaders and managers.

The program utilizes common language, processes and models based on PRO-QuEST Consultative Selling Skills. Each main module introduces the program’s philosophy, process and model. These key elements are linked to the participant’s on-the-job experience. Modules can be tailored to meet your customer challenges that are critical to your organization. Our programs integrate behavioral modeling and instructional strategies that can include video segments, participative discussions, small group exercises, and role play simulations. Extensive individual and group feedback is also a key learning deliverable.



Participants will demonstrate the ability to apply the appropriate customer service, sales and retention skills to:

**Program
Objectives**

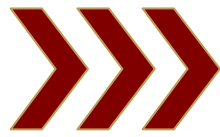
- *Communicate honesty, trust and credibility to every customer wanting to cancel their policies, subscriptions or services.*
- *Improve overall retention statistics / metrics.*
- *Reinforce brand and company value proposition educating customers on your unique value proposition.*
- *Improve internal teamwork through the use of common language / process and expectations.*
- *Increase overall organizational profitability by retaining business that would otherwise be lost.*

Results Unlimited, Inc. is an internationally recognized leader in custom, turnkey training. *As our name implies, we offer our clients an array of innovative training and consulting services that produce unlimited results. We believe:*

**Our
Company**

- ★ *People are a company's most valuable resource.*
- ★ *Our value proposition is providing you with turnkey processes and learning exchanges that generate results.*
- ★ *Our unique approach and dynamic processes provide you competitive advantage and marketplace differentiation.*

Our team is committed to providing world-class solutions. We offer a broad range of experience, unparalleled expertise and delivery capabilities in the training industry. We are committed to exceed your expectations by providing exceptional service and delivering solutions that have a bottom line impact.



Time	Topic	Methodology	Key Points / Program Highlights
8:00 am	Real World Retention		
	<ul style="list-style-type: none"> ★ Introduction and Program Overview A view from 30,000 feet Great predictions from the ages ★ The Value of Customer Service & Retention The Rockefeller study (4) types of churn – defined / identified ★ High Velocity Change The new definition of “insanity” The “box” explained and examined C3 – (challenges, choices, changes) EXERCISE: Customer C3 ★ Program Objectives Personal / Team / RU Inc.’s Introduction to action mapping EXERCISE: action mapping #1 	<ul style="list-style-type: none"> Pre-program memo Programmed notes Group / Team Exercise Group Discussions Individual Action Mapping 	<ul style="list-style-type: none"> Participant emotional and intellectual involvement Participation based on relevance of content planned interaction Identify the importance of the topics to the company and to their jobs List major changes that are impacting our customers and the industry in general Discuss how changes are impacting our business and team dynamics Discuss the importance that attitude, skills and knowledge plays in their roles / success
	BREAK		Individually / collectively set learning goals
	The Retention Process: PREPARATION		
9:45 am			
10:00 am	<ul style="list-style-type: none"> ★ The (6) Step Retention Process & Model Customer service / sales / quality - alignment EXERCISE: power of process (team) ★ C3 Behaviors 	<ul style="list-style-type: none"> Programmed notes Group Discussion 	Retention model review with the (6) roles a retention specialist has on every customer interaction

Time	Topic	Methodology	Key Points / Program Highlights
10:00 am	The Retention Process: PREPARATION (continued) <ul style="list-style-type: none"> ★ Step #1 - PREPARE ★ Mental planning – “Dumping the junk” ★ Diffusing customer anger and emotion The (5) step strategy <ul style="list-style-type: none"> - allowing to vent - sincerely acknowledging - probing for root causes - committing to solve the issue - reassuring with sincerity EXERCISE: Role Play ★ Step #2 - BUILD Humanizing the interaction (6) proven humanizing behaviors EXERCISE: “merry-go-round: 	Programmed notes Group / Team Exercise Role Play / Skill Build Group Discussions Facilitator Modeling Individual Action Mapping	Learn simple and practical techniques to focus and be “in-the-moment” with every customer interaction Master a (5) step communications strategy that diffuses customer anger and emotion Identify and implement (6) common customer behaviors needed to increase the probability of a successful retention outcome Practice these (6) observable behaviors in small group exercises Validate key points and personal action items for daily post program implementation
11:45 am	LUNCH		
12:30 pm	The Retention Process: APPLICATION <ul style="list-style-type: none"> ★ Review the (6) Step Retention Process & Model EXERCISE: “9-step mental mind reading” (team) ★ C3 behaviors ★ Step #3 – GATHER The power of questioning Types of questions review EXERCISE: “20 Questions” ★ Step #4 – ACKNOWLEDGE 	Programmed notes Group Discussion Experiential Individual Action Mapping	Link the (6) roles and specific behaviors to the retention process Compare and contrast the differences in the use and delivery of different types of questions Learn how to seamlessly bridge from each step to the next step in the process
3:00 pm	BREAK		

Time	Topic	Methodology	Key Points / Program Highlights
3:15 pm	The Retention Process: EXECUTION		
	<ul style="list-style-type: none"> ★ Review the (6) Step Retention Process & Model EXERCISE: “the #'s game” (team) ★ C3 behaviors ★ Step #5 – SHARE The power of delivering a solution Feature / Benefit / Which means ... template EXERCISE: “solution points” ★ Step #6 - CLOSE Types of closes - direct / summary / alternative choice EXERCISE: “simulated call” workshop 	<ul style="list-style-type: none"> Group Review Group Discussions Facilitator Modeling Role Play / Skill Build Individual Action Mapping 	<ul style="list-style-type: none"> Confirmation of model validity and strength Confirmation of process improvement Understanding and ease of mastery proof of the (6) needed behaviors to increase the probability of a successful retention outcome Recognition of key program deliverables and clear motivations on why to implement and master Controlled / monitored repetition for new skills development
4:45 pm	WRAP UP		Proven template for saving customers
5:00 pm	WRAP UP		

Post Program Tools / Resources / Support

final program action map
 quick reference guide
 program assessments
 statistical debrief of post program assessment
 participant certificates
 90 day toll-free support hotline
 (4) hour supervisory coaching program
 ASSET II – advanced training available

Programmed notes
 Group Discussion
 Experiential
 Individual Action Mapping

