

## ***Proactive Service***<sup>®</sup> Workshop

### Overview

***Proactive Service***<sup>®</sup> is a workshop designed to help field service professionals add value to their service relationships through their proactive approach to making product and service recommendations that benefit their customers. It is a highly interactive workshop that offers a different perspective for the field service team in terms of their contribution to their customers' success and presents these ideas using real world examples. It is relevant and practical and provides approaches and strategies that the service team can apply immediately for measurable results.

### Why the ***Proactive Service***<sup>®</sup> Workshop?

The success of the ***Proactive Service***<sup>®</sup> workshop can be attributed to the fact that it applies an approach that genuinely recognizes and deals with the reservations field teams may have about their role in promoting services. It addresses two important aspects of skills adoption:

**Mindset:** The ***Proactive Service***<sup>®</sup> workshop shows field service professionals that taking a proactive approach to speaking to customers about the services and products that they can provide that contribute to their customers' success is an integral part of the service that they deliver – not a sale.

**Applicability:** The workshop provides practical approaches that can be applied through the field team's everyday activities.

### Benefits of the ***Proactive Service***<sup>®</sup> Workshop

**For the service provider**, it means higher revenues at higher margins through:

- Improved capitalization of additional work opportunities
- Expanded services within existing accounts
- Increased customer satisfaction and retention
- Added project opportunities
- Improved employee attraction/satisfaction/retention
- A differentiated business strategy

**For the field service professional**, the ***Proactive Service***<sup>®</sup> approach provides valuable skills that will allow them to offer a higher level of service and become a more appreciated member of the overall service team. It also means that the role can be more exciting and personally rewarding.

**For the customer**, they benefit more fully from the knowledge and expertise of the field service professional and are in a better position to take advantage of the latest in technology to help them achieve their own business objectives. There is also a certain assurance that comes with knowing that the service provider is proactively looking out on their behalf.

## **Proactive Service® Workshop**

### Typical Workshop Content

<b>Workshop Module</b>	<b>Content Summary</b>	<b>Training Impact</b>	<b>Business Impact</b>
<b>Personal Credibility</b>	<ul style="list-style-type: none"> <li>• Personal Credibility – its role in the service experience</li> <li>• The foundation of personal credibility</li> <li>• Steps to build personal credibility</li> </ul>	<ul style="list-style-type: none"> <li>• Provides participants with understanding of the critical aspects of growing and maintaining personal credibility.</li> <li>• Participants develop their own plan of action to build personal credibility</li> </ul>	<ul style="list-style-type: none"> <li>• Higher bonds of trust</li> <li>• Increased customer confidence</li> <li>• Higher levels of customer retention and satisfaction</li> </ul>
<b>Professional Credibility</b>	<ul style="list-style-type: none"> <li>• The two components of service delivery</li> <li>• How people evaluate the quality of work and the competence of the field team (value)</li> <li>• Strategies to communicate value through every customer interaction</li> </ul>	<ul style="list-style-type: none"> <li>• Participants gain an understanding of how customers evaluate value and competence</li> <li>• Participants develop a strategy to improve communication skills with their customer base and increase their professional credibility</li> </ul>	<ul style="list-style-type: none"> <li>• Improved communications</li> <li>• Improved customer relationships</li> <li>• Superior customer satisfaction</li> <li>• Increased customer retention</li> <li>• Higher levels of employee satisfaction</li> </ul>
<b>Proactive Recommendations</b>	<ul style="list-style-type: none"> <li>• Positioning proactive recommendations as a valuable part of the service</li> <li>• Approaches to presenting recommendations</li> <li>• What to do if the customer says “no” and the stakes are high</li> </ul>	<ul style="list-style-type: none"> <li>• Participants identify characteristics of good opportunities and develop strategies to explore for opportunities</li> <li>• Participants practice presentation techniques to discuss opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Differentiated and more valued service experience</li> <li>• Increased revenues and profitability</li> <li>• Higher levels of employee satisfaction</li> </ul>