

SOCS[®]

SAFETY ORIENTED CUSTOMER SERVICE



SAFETY ORIENTED CUSTOMER SERVICE[®]

| INSTRUCTOR COURSE OUTLINE |

Providing Extraordinary Customer Service While Maintaining *Safety in the Workplace*

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The **SOCS**[®] Training program is designed to teach staff **habits, skills, and actions** for offering extraordinary, professional customer service while maintaining safety in the workplace.

This instructor course involves exercises, group interaction, discussion, lecture, and hands-on training. **SOCS**[®] Training is modular-based and can be adapted into a variety of scheduling and training dynamics.

SOCS[®] INSTRUCTOR CERTIFICATION COURSE

Upon successful completion of the 1-Day (8-Hour) **SOCS**[®] Training program, Instructors will receive the following:

- **SOCS**[®] 3-Year In-House Instructor Certification

Authorization to train and certify staff in the:

- **SOCS**[®] 4-Hour Certification Course
- **SOCS**[®] 1-Day Certification Course
- **SOCS**[®] Modular-Based Training

The **SOCS**[®] Instructor package includes:

- Access to the **SOCS**[®] Instructor Portal
- **SOCS**[®] Instructor Manual
- **SOCS**[®] Student Handouts and Training Forms
- Be Safe Not Sorry - The Art and Science of Keeping YOU and Your Family Safe From Crime and Violence
- Maintenance of Training Records
- Continual Support From **AVADE**[®] | Personal Safety Training Inc.

▶ Introduction

- Safety Oriented Customer Service
- Customer Service Questions
- Rate Your Customer Service Skills
- **SOCS**[®] Training Objectives
- **SOCS**[®] Training Modules
- Customer Service Really Is All About You!
- Who Are Your Customers?
- Why Customer Service?
- Is Customer Service a Product or a Process?
- What is a Habit?
- Developing Customer Service Habits
- The Benefits of Developing Customer Service Habits
- Make a Commitment

› **Module One - Your Attitude**

- Your Attitude
- Positive Attitude
- Change Your Attitude & You Can Change Your Life!
- Incident + Response = Outcome
- How Do You Want to Leave Your Customer Feeling?
- Bad Attitudes
- Five Types of Individuals
- Developing a Customer Service Positive Attitude
- Count Your Blessings Exercise
- Habit Commitment Exercise

› **Module Two - Your Presence**

- Your Presence
- Levels of Force Continuum
- Five Types of Safety & Security Oriented Presence
- Professional Image & Presence
- Customer Friendly Presence
- The Miracle Exercise
- Authoritative Presence
- Command Presence
- Defensive Presence
- Developing a Positive Customer Service Presence
- Three Elements of Face-to-Face Communication
- Body Language
- The Law of Cause & Effect
- Habit Commitment Exercise

➤ **Module Three - Choice & Mission**

- Mission Statement
- Mission Statements Are Vital to a Successful Organization
- **SOCS**[®] Mission Statement
- Creating a Personal Mission Statement
- Values & Choice
- What Are Your Values?
- The Top 10 Values Exercise
- The A-B-C's of Creating a Personal Mission Statement
- Writing a Personal Mission Statement Exercise
- Habit Commitment Exercise

➤ **Module Four - Your Intuition**

- Intuition
- The Five Senses, Is There a Sixth Sense?
- Trust Your Intuition
- Using Your Intuition
- Messages of Intuition
- Developing Your Intuitive Ability
- Developing Intuition
- Habit Commitment Exercise

› **Module Five - Meeting & Greeting**

- Meeting & Greeting
- Giving Directions
- Safety & Security Oriented Etiquette
- Let's Shake On It
- The Three Messages Sent by a Handshake
- Different Types of Handshakes
- Handshaking Exercise
- Bowing
- Meeting & Greeting
- Habit Commitment Exercise

› **Module Six - Electronic Communication Skills**

- Electronic Communication
- Telephone Communication Skills
- Answering the Telephone
- Leaving & Receiving Messages
- Transferring & Placing Customers on Hold
- Radio Communication
- E-Mail Communication
- Telephone Script for Answering the Phone Exercise
- Habit Commitment Exercise

▶ **Module Seven - Managing Your Stress**

- Stress
- Types of Stress
- Fear
- Fight | Flight | Freeze
- Putting the Brakes on the Fight | Flight | Freeze Response
- Testing Our Thoughts Exercise
- Strategies & Methods for Managing Your Stress
- Habit Commitment Exercise

▶ **Module Eight - Building Relationships**

- Building Relationships
- Making Deposits Into Your Customer's Emotional Bank Account
- Making Customer Deposits
- Types of Customers
- Dealing With Different Types of Customers
- Control Your Emotions | QTIP
- Habit Commitment Exercise

▶ **Module Nine - Your Personal Safety**

- The Golden Rule
- **AVADE**[®] Violence Prevention
- **AVADE**[®]
- Spatial Empathy
- Contact & Cover
- The "Right" Angle
- The Bladed Stance Exercise
- Safety Rules for Dealing With Upset Customers
- Habit Commitment Exercise

➤ **Module Ten - Personal Self-Leadership**

- Personal Leadership
- Eleven Steps for Developing Personal Leadership in Customer Service
- Habit Commitment Exercise

➤ **SOCS**[®] **Instructor Training Requirements**

- Once Certified, the Instructor Shall Provide Training in the **SOCS**[®] Training Program to Individuals in YOUR Agency Only.
- Each Person Trained by The Certified **SOCS**[®] Instructor Must Receive an **SOCS**[®] Student Guide for Initial Certification and Every Two Years Thereafter. The **SOCS**[®] Instructor is Responsible for Purchasing the Student Guides From Personal Safety Training Inc. **Copying of the Guides is Strictly Prohibited by Copyright Laws.*
- Instructor Must Pass the Twenty Five Question Written Exam with an 85% or Better.
- Instructor Must Pass a Trainers Presentation With an Acceptable Rating.
- Instructor Must Adhere to All Requirements and Guidelines Set Forth in this Instructors Manual.
- Recertification as an Instructor is Required Every Three Years.