



Sales Coach INTERNATIONAL

Coaching Companies to Greater Sales & Profits



Customer Service Pre-Event Questionnaire

Thanks for your interest in having Gerry Layo of Sales Coach International come in to address your group in the area of Customer Service. As you know, one of the greatest ways to differentiate your organization is through the ongoing customer service interaction that your employees have with your new and existing clientele. Gerry's sessions are designed to inspire new thought and most importantly, to pull them into new ACTION. It is our belief that a tool such as this pre-event questionnaire is a great way to help you look to your needs and share them with us so that we may customize a program to get you the best IMPACT for you, your people, and most importantly, your customers.

Please take your time and fill out this questionnaire as best as you can. When complete, please fax back to Sales Coach International at 916-392-2421. Thanks!

Company Name: _____

Your Name: _____ Title: _____

Date of event: _____ Type of event: _____

Phone: _____ Email: _____

Who will be in attendance at this event?

- Salespeople
- Sale Management
- Sales Support
- Customer Service
- Administrative
- Upper Management
- Customers
- Other _____

Approximate size of audience: _____



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What are some of the main areas that you would like to see addressed:

Customer Service Fundamentals

- Phone Skills (Answering)
- Phone Etiquette
- Listening
- Voice Mail Strategies (outbound)
- Voice Mail Strategies (inbound)
- Questioning Tactics
- Inquiry Strategies
- Call Answering Rotation
- Customer "WOWing" Tactics
- Avoiding Perception of Indifference
- How to Handle "The Heat"
- Problem Solving Strategies
- Conflict Resolution
- S.M.I.L.E. (They can Hear It!)
- WWND (What Would Nordstrom Do?)
- Internal Selling/Sales Support
- Dealing with the Salesperson from Hell
- Managing Expectations
- Other _____

Foundational/Motivational

- Attitude Enhancement
- Personal Responsibility
- Commitment to Excellence
- Work Ethic
- Desire
- Drive/Extra Mile
- Confidence
- Focus
- Other _____



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If we could *wave a magic wand* and have your people walk away from this session with one main message, tool, strategy, ideal, or paradigm shift, give us a short description of what that would be?

Name the three greatest strengths (in your opinion) that your group currently possesses?

1.

2.

3.

Name the three greatest weaknesses (in your opinion) that your group currently possesses?

1.

2.

3.



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Name three of your company's largest competitors:

- 1. _____
- 2. _____
- 3. _____

What is the overall purpose of this event?

- Education _____
- Inspiration _____
- Motivation _____
- Skill Enhancement _____
- New Tactic Introduction _____
- Set a New Pace _____
- Show That We Care _____
- Client Appreciation _____
- Trade Show _____
- We've Always Done This _____
- I'm Not Quite Sure _____

Who, in addition to you, should we be addressing these communications to?

What is the best way to communicate with you for this and other events?

What questions have we not asked that we should be asking?

Thanks for taking the time to fill out this questionnaire. The greater input that we have from you, the better prepared that Gerry can be to meet and exceed your needs. Please complete and fax this form to Sales Coach International at 916-392-2421.