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Working in the Firing Line

Building outstanding customer care skills for the public face of your school/ organisation

Staff working on the front line are not only the face of your organisation, they're also the first to take the brunt of negative behaviour from customers, visitors or parents. By valuing and investing in their wellbeing, you will boost morale and equip them with the strategies they need to take control when things go wrong, promote positive behaviour and provide outstanding customer service. As well as being ideally suited to reception staff, the course is appropriate for *any staff coming into regular contact with customers & parents.*

Key learning objectives include:

- ❖ Successfully working under pressure
- ❖ Active communication strategies
- ❖ Projecting the right image
- ❖ Promoting positive behaviour
- ❖ Dealing effectively with aggression – understanding escalators and using de-escalators
- ❖ Taking control when things go wrong... protecting yourself and others

This training workshop is delivered by highly experienced and well-known presenter **Anne Castle**. The course is also perfect for training groups of staff in-house. Please enquire for more details!

Anne Castle qualified as a teacher before moving into the commercial world. She became Human Resources and Training Development Manager for the Debenhams department store group at their head office in Welbeck Street, London. In the early 1980s Anne set up her own independent training consultancy, covering all aspects of interpersonal skills, management and personal development. Since then, she has gained an excellent nationally renowned reputation on for delivering relevant, informative and effective training for both the public and private sectors. Anne's training style is informal, participative and engaging. She has worked with numerous schools, colleges and universities, as well as local authorities, invariably receiving outstanding feedback.



“ Uplifting, motivating, positive

“ Really informative and lots of interesting and thought-provoking items

“ Excellent presenter. Extremely useful and informative

9.30 – 10.00 Welcome and refreshments	
10.00 – 11.00	<p>What does outstanding customer service look like?</p> <ul style="list-style-type: none"> • The vital role and contribution of support staff – your ambassadors • Who are our customers and what are their expectations? • Meeting expectations.... and exceeding them! • Creating an appropriate ethos and environment • Developing collaborative working relationships • Supporting students and managing visitors' expectations • Working effectively under pressure • Measuring Customer Service • WIIFM – What's In It For Me?
11.00 – 11.30	<p>Understanding other people</p> <ul style="list-style-type: none"> • Understanding why young people and adults behave as they do • Building key knowledge - dealing effectively with ourselves and others • A range of strategies for a range of people - different strokes for different folks! • Reasons for inappropriate behaviour and parent/ visitor reactions • Common mistakes and how to avoid them
11.30 – 11.45 Refreshment break	
11.45 – 12.30	<p>Proactive communication strategies and practical activities</p> <ul style="list-style-type: none"> • Projecting your best image • Appropriate personal appearance • Exploring body language, voice and tone • Delivering outstanding service • 5 Perceptions of Service • Assertive communication techniques • Your interactions: <ul style="list-style-type: none"> ○ making every interaction count ○ taking responsibility for outcomes ○ Becoming a more effective listener ○ Top tips for excellent telephone and 'face-to-face' communication
12.30 – 13.15 Lunch	
13.15 – 14.15	<p>What to do when things don't go to plan</p> <ul style="list-style-type: none"> • Dealing with angry parents/ visitors • Escalators and de-escalators • Professionally managing confrontational situations and emergencies • When to intervene and how
14.15 – 15.30	<p>Turning a potential negative into a positive</p> <ul style="list-style-type: none"> • Turning a problem into a solution • Swiftly taking control of an escalated situation • Your responsibilities following an incident, improvements for the future • Protecting students, the establishment and yourself • Adopting personal service standards • Summary and action plan

*Please note that this course is also available for in-house training.
For more details or to make an enquiry, please feel free to get in touch via our website, email or telephone.*

