

# SERVICE

**YOUR CUSTOMER DESERVES THE BEST**

Teacher's Edition

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This is a Pilot Project which will be further developed based largely on the constructive suggestions and feedback of the users of this beta edition.

Layout and Design; Digital Beta Edition:  
CompuScribe Technical Communications  
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**Train-The-Trainer for *Service: Your Customer Deserves The Best* is NOT REQUIRED for:**

- ▶ **Secondary School Teachers**
  - ▶ **College and University Instructors**
  - ▶ **Formally accredited private institution Instructors**
- ... although Pro-D in this material is recommended.**  
**(contact email address below)**

On completion of this course, Students-Participants are eligible for a certificate. To obtain, please email [roomservice@anotherroom.com](mailto:roomservice@anotherroom.com) providing details of numbers completed, and full mailing address. Thank you.

## 2. Understanding Your Customer(s)

In order to meet a potential customer's expectations, you must first learn to recognize their needs and wants. To do this successfully requires *empathy*.

**Definition:**

*Empathy* is the basis of all understanding. It means to put yourself in the position of your customer, and to view the situation through "their eyes". You must learn to ask yourself, "If I were this person, what would I want?" Then you must act accordingly.

**TEACHERS NOTE:**

**Once again, no set replies are expected from the following exercise—and the participant(s) will benefit from the opportunity to share experience(s) through discussion. Emphasis is on the failure of customer service personnel in each circumstance to recognize *and respond appropriately to* the mood of the customer.**