



Proactive Service™ Workshop

The **Proactive Service™ Workshop** is a one-day, highly interactive training program that has been specifically designed to help field service technicians identify and close more business opportunities by building and leveraging stronger, more durable business relationships. The Workshop shows technicians how they can add much more value and provide even higher levels of service if they take a proactive approach to discussing ways their firms can help the customer.

Typically, the **Proactive Service™ Workshop** includes:

Module 1: Building Better Relationships

- The importance of excellent customer relationships
- The psychology of customer relationships
- The technician's role in the cycle of exceptional customer care
- Using trust-builders to expand trust and cooperation

Module 2: Communicating Value

- The communication process and factors that affect it
- What the customer sees - Conveying the right impression
- Developing "active listening" skills
- Implementing strategies to improve communication skills
- Handling challenging customer situations

Module 3: Conversations with the customer

- Leveraging relationships and opportunities to build revenue
- Asking questions to uncover opportunities
- Finding opportunities to sell your company's value
- Motivating customers to act

Proactive Service Workshop™—Who should attend?

- Employees new to field/customer service,
- Experienced service technicians to fine tune their skills
- Service sales people that work with field service technicians
- Service Managers and Supervisors



Jim Baston is a management consultant, trainer and President of BBA Consulting Group Inc. He has more than 28 years of sales, marketing and operational experience in technical product and service industries. Prior to founding BBA Consulting Group Inc., Jim was a Divisional General Manager with a \$100 million plus service and contracting company. Jim holds an MBA from the University of Toronto, and has lectured on Marketing Management at Seneca College in Toronto. Jim is currently a member of the Canadian Association of Management Consultants and the Canadian Society for Training and Development. Jim founded Baston, Barnett & Associates Inc. in 2001 to help technical product and service companies capitalize on the untapped potential of their existing resources in order to increase revenue and profitability without adding to overheads.