I. RATIONALE:

This course is a half-day customer service workshop addressing the importance of customer service, telephone/e-mail techniques, and handling the difficult customer.

*The course is designed for the practicing small business owner or manager. The course is required for the certificate program in Entrepreneurship/Small Business Management.*

II. LEARNING OUTCOMES AND GOALS:

GOAL A: Be aware of the importance of customer service

**Learning Outcomes:** The student will:
A-1 Describe the role of customer service within the organization
A-2 Define internal and external customers
A-3 Evaluate good and bad customer service practices

GOAL B: Successful communication techniques

**Learning Outcomes:** The student will:
B-1 Telephone skills
B-2 E-mail
B-3 Nonverbal communication

GOAL C: Handling the difficult customer

**Learning Outcomes:** The student will:
C-1 Reasons for difficult customer behavior
C-2 Resolving conflicts with customers