

TRANSFORMING TEAMS

A great employee experiences leads to a great customer experience. ~Debbie Knowlan



OVERVIEW:

LISTEN | RESPOND | GO BEYOND

The Playbook on Winning at Service

A part of creating the ultimate sports experience is based on the relationship created between the fan and the team. In sports, the primary relationship and connection with season ticket members and general ticket holders are made by the account service and sales teams.

These team members hold the keys to building the relationship by making fans feel welcomed, attending to their needs, leaving a great lasting impression, and looking for ways to continuously improve the overall experience.

The LISTEN | RESPOND | GO BEYOND training courses provides the keys for your team members so they are WINNING AT SERVICE everyday!

- 1 Day In-Person Course
- 1 or 2 Hour Virtual Workshop
- 5 Module Virtual or In-Person Course
- Personalized Training Experience Designed for YOU!

THE FACTS*

93% of customers are likely to make repeat purchases with companies who offer excellent customer service.

65% of a company's business comes from existing customers.

It costs up to 7x more to acquire a new customer than to retain an old one.

*MarkinBlog



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TRAINING EXPERIENCES

The Listen, Respond and Go Beyond methodologies have not changed due to our current environment but has put an emphasis on how important it is for every business, every company and every person to show empathy and truly care about the customer and each other, no matter what role or job title you have.

These 3 service keys are a critical part of maintaining consistency and ensuring teams deliver winning service experiences.

LISTEN

- Listen with Empathy
- Listening to understand, not to reply

RESPOND

- Respond with empathy
- “Never say no, always provide options”

GO BEYOND

- Make customers feel VALUED and CARED for

The HEART of Service

- Hear
- Empathy
- Apologize
- Respond and Go Beyond
- Thank



WHAT TEAMS ARE SAYING...

Debbie's accessibility has been a highlight of the program and her variety of experiences have allowed us to learn more than from a traditional trainer. Debbie has been consistently flexible with helping us to apply lessons to our own unique issues and circumstances, especially when the core of a lesson may not be as applicable as it would be to a traditional service team (ex: renewals).



Jerrett Burke, Head of Customer Service, LA Rams (formerly - Director of Membership Services, Vegas Golden Knights)

“Everyone really enjoyed both the format and the approach. It was unique and certainly effective. Team was fully engaged throughout – and now they have some great takeaways and action items. It spurred a lot of discussion among the group each time we completed a module, which I really appreciated.”



Stephanie Atkins, Sr. Manager of Ticket Services, Tennessee Titans

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