

Customer Relations

Customer Service



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LAP Modules

PSW

New! **Accentuate the Positive**
(Nature of Customer Relations)

How critical are customer relations in an age of self service and online shopping? Successful businesses build relationships through a variety of strategies. Learn why positive customer relationships are so important to a business and how you can help achieve the goal. ©2010. Recommended: HS

LAP-CR-001C-CS-4...\$43.95
(Member: \$33.95) (complete)
Additional copies of student LAP (20)
LAP-CR-001K-CS-4...\$25.95 (Member: \$21.95)
Accentuate the Positive (PowerPoint)
PSW-CR-001-4...\$49.95 (Member: \$35.95)

Customer Service Supersized! (Customer Service)

What is your idea of "legendary" customer service? Does your business currently provide this type of service for your customers? If not, you may be missing out on creating the type of business image you wish to achieve. Learn more about the relationship between customer service and positioning, and how you can make it work for your company. ©2009. Recommended: PS/AD

LAP-PM-001C-ME-4...\$43.95 (Member: \$33.95) (complete)
Additional copies of student LAP (20)
LAP-PM-001K-ME-4...\$25.95 (Member: \$21.95)
Customer Service Supersized! (PowerPoint)
PSW-PM-001-4...\$49.95 (Member: \$35.95)

Save! Purchase Direct Downloads online.

New! **Know When to Hold 'Em**
(Nature of Customer Relationship Management)

Customer relationship management involves technology, strategies, processes, and most importantly, people. It combines these elements for the purpose of building, maintaining, and maximizing the long-term value of customer relationships. ©2010. Recommended: HS/PS

LAP-CR-002C-SP-4...\$43.95 (Member: \$33.95) (complete)
Additional copies of student LAP (20)
LAP-CR-002K-SP-4...\$25.95 (Member: \$21.95)
Know When to Hold 'Em (PowerPoint)
PSW-CR-002-4...\$49.95 (Member: \$35.95)

New! **Making Mad Glad (Handling Difficult Customers)**

Find out why some customers are difficult to help. Discover how you can create a positive encounter with even the most difficult customers. ©2010. Recommended: HS

LAP-CR-003C-CS-4...\$43.95 (Member: \$33.95) (complete)
Additional copies of student LAP (20)
LAP-CR-003K-CS-4...\$25.95 (Member: \$21.95)
Making Mad Glad (PowerPoint)
PSW-CR-003-4...\$49.95 (Member: \$35.95)

Quantity Pricing Available!

LAP Modules (Continued)

Typcasting (Addressing Needs of Individual Personalities)

Specific buying decisions are influenced by a customer's personality, the combination of his/her distinctive traits or qualities. Customers have unique personalities, and salespeople need to handle each personality type effectively. ©2008.

Recommended: HS/PS
LAP-SE-112C-SP-4...\$43.95 (Member: \$33.95) (complete)
Additional copies of student LAP (20)
LAP-SE-112K-SP-4...\$25.95 (Member: \$21.95)
Typcasting (PowerPoint)
PSW-SE-112-4...\$49.95 (Member: \$35.95)

DVDs DVD

The ART of Customer Service

Excellence in customer service boils down to three basic ideas: give customers the attention they want, the respect they deserve, and the time to answer their questions and take care of their needs. This newly revised customer service DVD uses humorous scenes mixed in with first-person responses to tell viewers what customers really want. ©2008.

Recommended: HS/PS/AD
DVD-09-006-4...\$149.00 (Member: \$141.55)



Revised! Dealing With the Irate Customer II

This customer service video teaches skills that help turn angry customers into satisfied customers. The guidelines presented in this brand new training video will help you calm angry customers. Once you bring them around, they're more likely to work with you to find a resolution that solves their complaint yet is fair to your organization. ©2009. Length: 21. Recommended: PS/AD

DVD-09-008-4...\$159.00 (Member: \$151.05)

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Customer Relations

Customer Service

DVDs (Continued)

E-Plus: Exceeding Customer Expectations

Customer Service is the key element in maintaining customer loyalty. This presentation covers the various aspects of customer service a business should follow. Furthermore, it covers ways to obtain customers and keep them coming back. ©2009. Length: 30. Recommended: HS

DVD-09-116-4...\$99.00 (Member: \$94.05)



Service for All

Use this customer service DVD to teach your employees that all customers deserve equal treatment. It makes the point that every customer deserves excellent customer service—regardless of age, ethnicity or national origin. ©2008. Length: 10. Recommended: HS/PS/AD

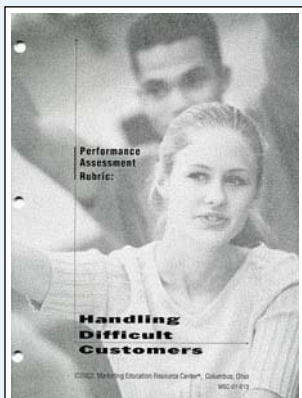
DVD-09-007-4...\$149.00 (Member: \$141.55)

New! When the Phone Rings: Telephone Skills for Better Service

When the phone rings, your employees have only a few seconds to set a tone—to communicate that your company listens to customers and gives them what they need—every single time they call. ©2009. Length: 20. Recommended: HS/PS

DVD-09-172-4...\$159.00 (Member: \$151.05)

Performance-Based Rubrics



Rubric: Handling Difficult Customers

Alternative assessment tool for handling difficult customers. ©2002. Recommended: HS/PS/AD

MSC-01-013-4...\$10.95
(Member: \$7.95)

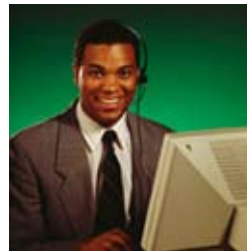
PowerPoints by CEV

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Customer Follow-Up

Importance of following up with customers in order to evaluate a business' performance and potentially boost sales. Strategies employed to obtain this goal are discussed. ©2009. Length: 40. Recommended: HS

PPT-09-029-4...\$59.00
(Member: \$56.05)



Handling Complaints

How to handle complaints, develop affirmative customer interaction skills and understand the business advantages of high-quality customer service. ©2009. Length: 43. Recommended: HS

PPT-09-030-4...\$59.00
(Member: \$56.05)

The Power of Customer Loyalty

This presentation identifies different kinds of buyers and specifically analyzes customer loyalty. Ways to attract and maintain these customers are discussed, along with the business characteristics needed to retain customers. ©2009. Length: 36. Recommended: HS

PPT-09-032-4...\$59.00 (Member: \$56.05)



Processing Returns, Payments, and Exchanges

This presentation outlines the purchase cycle and discusses each phase, different methods of payment and their benefits and lays out the history, technology, and current applications of smartcards. ©2009. Length: 47. Recommended: HS

PPT-09-021-4...\$59.00 (Member: \$56.05)

Steps to Superior Customer Service

Components consistent with good customer service. The customer service cycle and how it relates to profitable business and customer loyalty is also addressed. ©2009. Length: 34. Recommended: HS

PPT-09-031-4...\$59.00 (Member: \$56.05)