



The IBEW Customer Service Excellence Program

Presented by Shane Gibson

Program Purpose: To give the IBEW members the tools, skills, knowledge and processes to to positively engage customers and deliver exceptional service.

Duration: One-day eight-hour seminar

Format: Class Room Instruction, Role Plays, Group Discussions, Individual Problem solving, Self-Assessment

Content: Customized based upon management and member insights and research. Master copy of hand-outs supplied in advance for IBEW to produce.

“In most industries a 2% increase in retention has the same effects profits as cutting costs by 10%.”

It’s all about a positive customer focused attitude backed up by a strong process and confident communications. **This program will cover:**

- Rapport building strategies that work
- Communicating and Leading with Style (with self-assessment)
- Why customers don’t come back
- Why the brand of “you” is a personal extension of your organization
- How to discover the high impact customer service “pivot points” in your business and how to build ideal customer experiences at these points
- Effective listening and questioning for increased customer satisfaction and sales revenues
- How to deal with irate upset customers and service disasters
- The power of pro-active servicing
- How to gracefully avoid customer pitfalls and problem situations

The Customer Service Excellence one-day program will give your members the insight, tools, and motivation to raise their personal and collective service capacity and build a service culture within the IBEW.

This program will be based upon best-practices in service and customer communications. It will also be customized for IBEW to fit your organizational needs, desired learning outcomes and culture.

Following are the steps in the Roll-out Process:

1. Goal Setting and Outcome Confirmation (Complete)
2. Research and Assessment (Feb 10th)
3. Customization of Content and implementation templates and processes (week of Feb 15th)
4. Confirmation of Content (Approval) (week of Feb 15th)
5. Delivery of Program (week of Feb 22nd)
6. Launch and Delivery of Reinforcement Program (TDB)

Shane Gibson – Bio

Author, Speaker, Sales Thought Leader



Shane Gibson is an international speaker, and author on sales performance, social media marketing and social selling who has addressed over 100,000 people on stages in North America, Southern Africa, India, Dubai, Malaysia and South America. **Shane Gibson is #5 on the Forbes.com list of the Top 30 Social Sales People in the World.**

Shane's books include Sociable! How Social Media is Turning Sales and Marketing Upside Down. Closing Bigger the Field Guide to Closing Bigger Deals and Guerrilla Social Media Marketing, co-authored with Jay Conrad Levinson.

He is a certified Master Trainer and contributing author in the Complete Sales Action System™, and Managing Complex Business Relationships. Shane is Canada's only Guerrilla Marketing Master Trainer. He is also co-founder and facilitator of the Langara College Online Professional Sales Certificate Program; a 72-hour 4-month program based upon Shane's sales processes and programs.

Blogging since 2002, and podcasting since 2004 Shane is a veteran in the social selling arena and cited as an expert in the use of social media platforms, and channels. Published in numerous publications including CMA Magazine, the Financial Post, the Globe and Mail and Entrepreneur.com. Shane is also a regular contributor to Business In Vancouver Magazine.

Shane's speaking and training clients include: Ford Motor Company, IUOE, Manitoba Motor Dealers Association, CMA Canada, ACL, Reliance Industries (India), Corning Cable Systems, The Vancouver Board of Trade, BuildDirect, BMO Financial, Ford Motor Company, HUB International, Seminarium Colombia, Seminarium Chile, BuildDirect.com, the Sauder School of Business, the University of British Columbia, Canaccord Financial and hundreds of entrepreneurs, individual sales people and marketers over the past 20 years. When he's not working or tweeting you can find Shane hiking or skiing in British Columbia's Coast Mountain range with his family.

Quick Links:

- Shane Gibson on LinkedIn: <https://www.linkedin.com/in/shanegibson>
- Shane's Blog: <http://Closingbigger.net>
- Shane's iTunes Channel <http://apple.co/1GUxXZt>
- Shane Gibson on Twitter <http://Twitter.com/ShaneGibson>
- The Forbes.com List of the Top 30 Social Sales People: <http://onforb.es/1gAx5qJ>