

# IS THE CUSTOMER ALWAYS RIGHT?



## PRECISE Customer Service

**A Session by Rich George, The NOI Coach & Your Success Coach**

**About This Session:** Property professionals know there is more to customer service than “the customer is always right”. Traditional customer service programs sanction employees to be “resident advocates”, but what about the best interest of the owner/investor and the employees? This program empowers behavior and decisions in customer service situations to integrate a Win-Win-Win strategy. Participants will explore tools and resources to resolve conflict, prioritize attention and determine best practices using real-life situations presented through animated interactive scenarios.

### Learning Objectives:

- a. Participants will learn to make each customer service decision to best benefit three stakeholders: employees, residents, and owner/investors.
- b. Participants will leave with 4 customer service tools to assist them in the entire spectrum of customer service
- c. Participants will receive 10 tips to guide their customer related decisions.

**Session Outline:** The outline of this session is designed to be driven by the participants as they choose which of the areas that are covered.

- I. Introduction to session and topic
  - a. Foundational Principles and Customer Service Tools in the Tool Box
  - b. Introduction to the PRECISE Model
- II. Learner Chosen and Driven Scenarios for each of the PRECISE Model
  - a. Pleasant
  - b. Resolve
  - c. Engaged
  - d. Compassion
  - e. Intuition
  - f. Service
  - g. Efficient
- III. Summary of Session with tips to guide customer related decisions

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Rich George is the Founder of NOI Coach, a business coaching, consulting, and training firm based in Michigan and is the owner of Blue Door Apartments. A successful executive with over 30 years of experience, Rich brings a passion for employee development and culture building. Rich's background includes the management of over 2.5 billion dollars of real-estate, and over 250 million dollars of capital re-investment. Known for his team building, culture changing, and leadership skills, Rich inspires audiences nationwide.