



PDRA Customer Service Specialist Course Outline

NOTE: Tests are given at the end of each chapter, and a final test is given at the end of the course.

Chapter 1

1. Introduction
2. Course Objectives
3. Benefits to the Business
4. Individual Benefits
5. What is Customer Service?
6. The Advantages of Dealing with an Independent Paint and Decorating Store
7. The Need for Selling Skills

Chapter 2

1. Greet – Gain Trust *Part One*
2. Greet – Gain Trust *Part Two*
3. Ask Questions – Determine Needs
4. Match Your Store's Products to Their Needs *Part One*
5. Match Your Store's Products to Their Needs *Part Two*
6. Close – Finalize the Transaction
7. Thank the Customer and Follow-Up

Chapter 3

1. Why Sell Add-Ons?
2. Selling the Difference Quality Makes

Chapter 4

1. Overcoming Objections
2. Dealing with Difficult or Angry Customers
3. Use ALERT Method to Deal With Difficult or Angry Customers

Chapter 5

1. Telephone Techniques

Chapter 6

1. Addendum
2. Why Go to an Independent?
3. How to Compete Against the "Big Box" Stores

Chapter 7

1. Conclusions

Improve customer service and increase your sales!

Visit www.pdra.org, or call 800-737-0107 to learn more.