



PDRA Board Announces New Online Training Program

Train your employees for the best possible outcome: increased sales and satisfied, repeat customers!

PDRA's new Customer Service Specialist online course gives your staff the top-quality training they need—and they don't even have to leave your store!

The course includes seven to 10 hours of training which may be taken at one setting, or in multiple sessions over a 60-day period. Online course access is available 24/7 for maximum flexibility and convenience.

Pass the final exam and receive a certificate, lapel pin and press release for your local newspapers. It's the perfect way to let your community know about your customer service expertise.

Valuable course topics include:

- The advantages of dealing with an independent paint and decorating store
- Greeting customers and gaining their trust
- Asking questions to determine customer needs
- Matching your products to customer needs
- Selling add-ons
- Closing and finalizing the transaction
- How to compete against the "Big Boxes"
- Telephone techniques
- Dealing with difficult or angry customers

Member/non-member course pricing:

The PDRA Customer Service Specialist online course for paint store owners, managers and employees is only \$79 for PDRA members and \$199 for non-members.

You will improve customer service and increase sales when you put PDRA's Customer Service Specialist online training course to work for you.

Learn more by visiting www.pdra.org, or calling 800-737-0107.

Join PDRA today and save!



**PAINT & DECORATING
RETAILERS
ASSOCIATION**

~ Online dealer education



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.