

What Our Customers Say:

"I'm responsible for training about 7,000 employees. Your training videos and handouts are the best resources I've found!"

- *Antionette Mitchell, Staff Development Specialist, Arkansas Dept. of Human Services*

"The service training videos in your library really help us bring awareness and increased sensitivity to our customers. I highly recommend using them!"

- *Karroll Alexander, Director of Employee Development, Citizens Arizona Gas*

"I wanted to tell you how pleased we have been with your customer service training videos! I purchased the complete video training library approximately 6 months ago and I feel it has been one of the best investments I have made."

- *Melanie Ewing, Marketing Director, COE Distributing, Inc.*

"We love the videos and are using them at all branches each Wednesday morning...our employees are actually enjoying coming to work early!"

- *Cheryl Coraci, Training Manager, Research Federal Credit Union*

"I utilize the video series actively in my training of new guest sales agents and retraining our seasoned agents. I believe that the information in the series is invaluable. Thank you for producing such a magnificent training tool!"

- *George Trout, Manager, Colonial Williamsburg Call Center*



**TELEPHONE DOCTOR[®]**
CUSTOMER SERVICE TRAINING

RAISING SERVICE LEVELS

Complete Video Training Library

The Complete Video Training Library is our flagship training package which is currently helping tens of thousands of organizations improve communications with customers. This proven material will help your staff to become highly skilled at satisfying customers.

Simply put, this series of classroom training tools will give your trainers, managers and supervisors the flexibility to train on a variety of subjects for months without ever repeating. In addition, this material will save hundreds of hours of preparation time. These DVD programs are equally effective in a self-study environment, for employees who choose to learn on their own or are at a remote location.

This package includes 18 skill-driven customer service training modules. Individually, these titles are \$495 each and most organizations choose to save nearly 50% by ordering the Complete Video Training Library for \$4,490.

Each video-based training module includes a comprehensive leader's guide to ensure facilitation goes smoothly, along with 25 desktop reminder cards so your team can take the teaching points from each program back to their work area for reinforcement. Also included is one-year distribution rights for the participant workbooks. These powerful participant workbooks each feature 20-28 pages packed with before and after skills inventory (pre/post test) to measure improvement. In addition, trainees will benefit from fill-in-the-blank questions, exercises, quizzes and a summary of the key points. Dual design makes these perfect for both classroom use as well as self-study settings. These rights include the ability to distribute internally for one year with the option to renew after that period. PowerPoint presentations for each course are included when you order the complete DVD library.



WITH CLASSROOM TRAINING COURSEWARE

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800.882.9911

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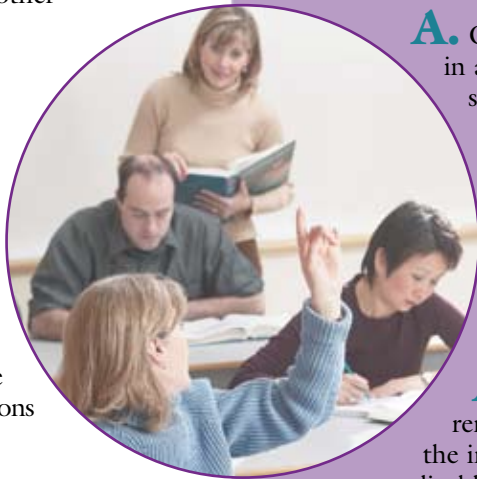


Telephone Doctor® Customer Service Training

Improving The Way Your Organization Communicates With Customers!

Q. What are some benefits of classroom-style learning?

- A. The customer service business is a human relationship endeavor. There's no better way to improve people skills than in a classroom-style, human relationship setting.
- A. While skill development can be reinforced by other teaching methods, classroom training remains the foundation for effective soft-skills oriented business training. Quite simply: It works!
- A. Your facilitator can guide the group's direction, emphasize topics that need more attention and make adjustments accordingly.
- A. Participants are able to benefit and learn from the experiences of other class attendees.
- A. Overall, classroom events improve team camaraderie and help facilitate better morale within your organization.
- A. Customer relationship employees, by their nature, enjoy working and learning as a group.
- A. Your group leader can customize the message and tailor the solutions to your audience.
- A. Participant feedback is immediate. When your group members have questions or don't understand something, they're able to request assistance in real time.



- A. By being a part of the discussion, participants experience higher levels of buy-in to solutions presented.
- A. It's a fact: Adults learn best by seeing, hearing and doing!

Q. Why should we use off-the-shelf training media?

- A. Professionally produced training programs are highly effective and simple to use. They also provide a welcome change of pace during your classroom presentations.
- A. Off-the-shelf training media provide your employees access to proven skills, techniques and verbiage. Prepackaged courses make your training more effective.
- A. Training media dramatically reduce the time and investment needed to develop your training courses. Why re-invent the wheel?
- A. Off-the-shelf media are effective in a classroom setting as well as in a self-paced training environment and easily adapt to many situations and multiple audiences.
- A. DVD-based training packages offer your geographically dispersed employees the same uniform, consistent training message, no matter their location.
- A. Off-the-shelf media are a remarkable value when you divide the investment over the number of applicable employees and the number of repeated uses. Video-based training packages allow your trainer to customize the discussion direction and learning message for your specific audience.



Q. How will Telephone Doctor® programs help our organization?

- A. They work! Telephone Doctor® programs are proven to be highly effective and have helped train over a million employees at 20,000 organizations worldwide.
- A. Telephone Doctor® video-based modules feature broadcast quality production values along with subtle humor which makes learning enjoyable.
- A. The techniques presented in each Telephone Doctor® video-based training module are clearly illustrated and easy to implement. Additionally, these programs are concise and to the point, lowering time off the job.
- A. Telephone Doctor® DVD media feature our exclusive 10-year guarantee against damage.
- A. Realistic and entertaining wrong way/right way vignettes illustrate the content being taught. Telephone Doctor® programs feature internationally recognized customer service expert Nancy Friedman.
- A. All video programs include DVD media, comprehensive leader's guide, 25 desktop reminder cards and participant workbook distribution rights for a one year period.
- A. Following a short preparation time, any manager or group leader can facilitate a highly effective training workshop.
- A. Every video training module is available in DVD format. DVDs are accessible by section chapters for improved utility.

The Cost of NOT Addressing Performance Issues Far Exceeds the Investment in Training.