“The Exceptional Receptionist: Your Company’s Ambassador”

Enhance the Performance of Your Employees, Attract More Business, and Corner Your Market
Introduction

Your customers form an impression about your company when they walk through the door and are greeted by your front desk personnel or they call your company and they answers the telephone. Their level of professionalism represents your company’s brand. To properly reflect your brand they must represent your company through their appearance, behavior, attitude, business manners and communication skills. No matter how busy the receptionist area is in your organization, you count on the receptionist to always project a professional image and make a great first impression on everyone they encounter.

The challenge is, how does the person manning the front desk handle multiple activities with ease, poise and professionalism? How can they efficiently handle situations when several telephone lines are ringing, coworkers are asking questions, and customers are waiting for their attention? This course is specifically designed to address the needs of those who sit at the front desk and who unwillingly are the first ambassadors to their organization.

Our “The Exceptional Receptionist” training program will improve the way your front desk personnel interacts and communicates with your customers, clients or patients. These time-tested skills and techniques are proven to lower customer turnover, dissatisfaction, frustrations and reduced stress on your other team members. At the completion of this program the participants will know how to:

- Represent your company’s brand
- Manage telephone communication with courtesy
- Treat all customers with respect
- Deal politely and professionally with discourteous, demanding, or dissatisfied clients
- Avoid negative communication
- Enhance their telephone skills
- Improve their non-verbal communication skills with those they meet face-to-face
- Improve their listening skills
- Send effective and professional e-mails
- Change their personal habits and behaviors that hinder their professional image
- Improve their appearance including dressing and grooming
- Interpret different body language messages
- Maintain their work space to make it a reflection of their professional image
- Develop a personal action plan to improve both their image and their customer service skills.
Course Description

The importance of this position to the organization: It is often said that you only have one chance to make a first impression. In the world of business this especially rings true. The first impression is often what makes a prospect a customer or a missed opportunity. For many companies, the first person that you see (or hear) is the front desk personnel. Their job is fairly complex in that they must perform in such a way that will not only appear favorably to the potential client, but to their employer as well. To be successful in this position, they must learn to put their best foot forward and to make themselves invaluable to their employer.

Attitude: The personnel at the front desk must always demonstrate an attitude of “willingness to be of service” to all potential client or clients who walk through the door. We all have hectic and stressful lives but once we are at work our focus must be to represent the company and the professionalism expected from all representative of the organization. This segment includes:

- “How’s your attitude today (Quiz)”
- Your Attitude and how it affects everything you do
- Video on Attitude
- Attitude Makes All the Difference
- Benefits of Positive Attitude Within Your Organization
- Bounce Back with Resiliency

The Importance of the “Corporate Brand”: This segment includes:

- How are perceptions created?
- How do others perceive me?
- Perceptions you want to avoid
- When we talk about a corporate brand, what are we looking at?
- What about my personal brand?

Excellence in Customer Service: This segment includes:

- Why it’s Important to have a “Customer Service Frame of Mind”
- What is Exceptional Customer Service?
- Your company’s reputation is as good as the customer service you provide
- What are the first impressions formed by customers when they visit?
- How do we exceed our customer’s expectations?
- What do customers want and don’t want?
- What bugs you when you are the customer?
- ACTIVITY: Write two examples of your best and two examples of your worst experience as a customer.
- The cost to an organization when “bad” customer service occurs...
Course Description (continued)

- Top reasons why customers get angry
- ACTIVITY: How is your customer service mentality?
- The basics of customer service
- What does being a gracious host/hostess look like
- It starts and ends with you

Your Telephone Image: In this component the participants learn how to convey a positive image over the telephone by using appropriate professional greeting that is warm and welcoming. They learn ways to politely put callers on hold and how to avoid keeping them on hold indefinitely. They will also receive strategies for taking messages quickly and accurately, transferring calls with ease and grace, and ending calls with overly talkative callers without appearing abrupt or rude. This segment also includes:
  - Why is telephone etiquette important?
  - Addressing the caller
  - Getting ready to take calls
  - Elements of an effective greeting
  - Rate of speed while talking
  - Words to avoid
  - Not using “Filler” words
  - Taking messages
  - Concluding the call and leave them feeling positive
  - Courteous closing statements
  - Leaving messages on the telephone for clients
  - Effective voice messages

Effective and Professional Email Communication: In this component the participants learn the basics of effective e-mail communication. We all know that one of the major advantages of e-mail correspondence is that it provides us with a quick means of communication. Unfortunately, because it’s a speedy means of communication, some interpret it as not needing much attention, which opens the door to less formality and sometimes to communicating in an aggressive manner. If people are not sensitive to the nuances of communicating correctly via e-mails the following can occur: miscommunication, misunderstandings, loss of productivity, loss of trust - or even worst legal problems.

Improving your Listening Skills: When customers call, two of their most important needs are to be listened to and to be respected. Have you ever noticed how good it feels when someone really listens to you? When we are listened to; our feelings and needs are taken into account, we become more relaxed and open. In this module we focus on what to do and what to avoid when we are listening to our customers to ensure we deliver to their expectations.
Course Description (continued)

Components of a Professional Image: In this module they learn the components that make for a first-class business impression. We use visual examples to help the participants discover both obvious and subtle signals front-desk employees give before saying a single word. We examine the outward signs of those with a polished presence to give them a better sense of steps they can take immediately to create a professional image for themselves.

Being a Gracious Host: Manners are not a relic of the past, in fact, they are more important than ever in our highly technical world. Manners are a way to show a person that you care about them; especially our customers. This action will not go unnoticed. When a client enters your office, greet them with a smile and stand up straight and tall to acknowledge. Be friendly warm and inviting. If the client happens to be there to see someone for a meeting, welcome them, ask for their name, and pass along the information to the appropriate party in the office. A good receptionist will offer to take the clients coat, as well as offering them coffee, water or other beverages. In addition, answering any questions that the client might ask is a great way to make an impression. If you don’t have the answer; get it. If they need directions, go online and print them out. Go above and beyond for the client. The goal is simple. Make the client feel welcomed, comfortable and part of the family.

Creating your Action Plan: The last module helps them develop an individualized action plan. As a result of what they have been taught during this session, they will produce a list of goals and the steps they will have to take to improve their effectiveness at the front desk. They should be able to immediately implement their plans and see the benefit for them and the organization they represent. This plan should be reviewed by their supervisor for their development plan at work.

What Makes Us Different?

- Our passion for people and the potential each one of us has to achieve outstanding success manifests itself into a real desire for us to deliver training solutions that can be quickly adopted by your people in their daily interactions with customers and colleagues.

- Our determination to offer highly effective, practical learning solutions demands an intimate understanding of our client’s business objectives, culture and people and, in doing so, we pride ourselves on providing a professional and personal approach to all of our business relationships.

- Every client and every training solution in vitally important to us. It is critical that we get your solution right, the first time, every time. The future of our business depends on preparing, delivering and maintaining the highest standards in the work we do every day.

- You can be assured that we fully appreciate and understand the dynamics and challenges facing today’s employees and managers.
Selected client list

Over the years, Alfaro Enterprises has worked with hundreds of clients including Fortune 500 companies, local and federal government agencies, universities, nonprofit organizations, health care organizations and the military, including:

- 4 Front Engineering
- Abbott Laboratories
- Aflac
- Alabama Dept. of Rehabilitation Services
- AmericasMart-Atlanta
- American Jr. Golf Association
- Anheuser-Busch
- Argy, Wiltse & Robinson, P.C.
- Assurant Solutions
- Astralloy Steel Products
- AT&T, Dallas, TX
- Beckman Coulter
- Biltmore Hotel, Coral Gables, FL
- Black Box Network Services
- Blue Cross Blue Shield of CA
- BOMA International
- Cendant
- Centers for Disease Control and prevention (CDC)
- Choice Hotels
- City of NY Department of Design and Construction
- Cewe
- CNA Insurance
- Comprehensive Care Management
- Conroe Independent School District
- Deloitte & Touche
- DeVry University
- Diaz Foods
- Edison Mission
- Emory University
- Fidelity Investment
- Fireman’s Fund Insurance
- Florida Hospitals
- Florida Office of Legislature
- Food for Though, Chicago
- Frito-Lay
- Ft. Lauderdale Chamber of Commerce
- Graham Architectural Products
- Haworth Inc.
- Health Care Convention & Exhibitors Assoc.
- Hartford Hospital
- Heery International
- Hillwood, a Ross Perot company
- Hire Velocity
- Hispanic Realtors, Houston, TX
- Hyatt Hotels
- Jewel Osco
- Kennesaw State University
- Lackland Air Force Base
- LAN Associates
- Lockheed Martin
- Marriott Waterside Hotel, Tampa, FL
- Mayor Motivational
- McGraw-Hill
- Mexican American Chamber of Commerce
- Millennium Engineering & Integration Company
- Mississippi Power Company
- Motorola
- National Association of Hispanic Realtors
- Native American Alaska Native Coalition of FAA
- Norfolk Southern
- Oracle
- PCV/Murcur Real Estate Agency
- Perennils Strategy Group
- Projection Presentation Technology
- Protective Life Insurance
- Randolph Air Force Base
- RW Armstrong
- San Jacinto College
- SBC Texas
- SH Group, Inc.
- Solvay Pharmaceuticals
- Standard Parking
- Stetson University Law School
- Summit Financial Resources
- Supernu
- Tallahassee, City of
- TAP Pharmaceutical
- The Biltmore Hotel Coral Gables, FL
- The Pike Company
- UBS
- Uline
- Umicore
- UPS
- U.S. Attorney’s Office, NYC
- U.S. Social Security Office
- Verizon Wireless
- Walthall, Drake & Wallace LLP
- Washington State Executive Branch
- Wellpoint
- Western University
- WJ Deutsch & Sons
- Zurich Surety
Basic Program

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<tr>
<th>Service</th>
<th>Included</th>
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<tr>
<td>One telephone consultation with company representative to review issues</td>
<td></td>
</tr>
<tr>
<td>Minor customization of training program. to meet the participants unique needs</td>
<td></td>
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<tr>
<td>Scheduled Monday – Friday from 9:00 AM through 5:00 PM Eastern Time</td>
<td></td>
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<tr>
<td>Handouts/Workbook (PDF file sent to client)</td>
<td></td>
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<tr>
<td>Setup of video training program</td>
<td></td>
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<tr>
<td>Certificate of Completion sent via mail to HR office</td>
<td></td>
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<tr>
<td>After training conference call with HR representative for feedback</td>
<td></td>
</tr>
<tr>
<td>Your Investment</td>
<td>$799.00/person</td>
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Note: Written reports are not included in this package.

Customized Program

This program includes all items listed above plus we will customize your programs to meet the unique needs of the company and your employee.

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<tr>
<th>Service</th>
<th>Included</th>
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</thead>
<tbody>
<tr>
<td>Telephone consultations with company representative to review issues</td>
<td></td>
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<tr>
<td>Customization of the training program to meet the participants unique needs</td>
<td></td>
</tr>
<tr>
<td>Scheduled Monday – Sunday from 8:00 AM through 10:00 PM EST (See Note Below)</td>
<td></td>
</tr>
<tr>
<td>Handouts/Workbook (PDF file sent to client)</td>
<td></td>
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<tr>
<td>Written report from trainer with feedback on participant’s attitude toward the training, their understanding of the concepts, their participation and perceived willingness to change incorrect behavior in the work environment</td>
<td></td>
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<tr>
<td>After training conference call with HR representative for feedback</td>
<td></td>
</tr>
<tr>
<td>Your Investment</td>
<td>$1,200.00/person</td>
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Note: Clients can generally have their choice of training days Monday – Sunday, with a 3 week notice. If training is needed sooner, please let us know and we will do our best to accommodate your needs.
Presentation Style

The presentation style for this program is one-on-one with the instructor (at our location) and your employee (at your location) via the Internet and webcam on our side. The employee receives the same presentation as if they were in one of our general training sessions. Because it is private one-on-one training session we can customize the program to address the issues that made the training a necessity. The instructor interacts with the participant throughout the training and leaves room for discussions and questions where appropriate. A handout is provided as an aid for note taking and to give the participant concrete examples to take with them after the training.

Customized Training:

We can customize all of our training programs to meet the uniqueness of our client’s organization. Our process for custom work is handled in four phases: Discovery, Design, Development and Delivery. If you choose to work with us, we’ll begin with your initial consultation where we identify your issues, concerns, goals and help you select the best training date.
About Us

Alfaro Enterprises is nationally recognized for the quality of the customized corporate training programs it provides on topics that help organization maximize the potential and productivity of their employees thereby enhancing their contributions to the goals of the organization. Alfaro Enterprises specializes in professional development topics including all aspects of Business Communication, Leadership, Management, Diversity Sensitivity and Creating an Inclusive Work Environment. Ms. Mercedes Alfaro is founder and president of Alfaro Enterprises.

Mercedes Alfaro is a speaker, trainer, seminar leader, consultant and coach who speaks on topics including Management, Leadership, Communication, Diversity Sensitivity and Creating an Inclusive Work Environment. Through her writings, speaking and national network, she brings her message to countless organizations including: Abbott Laboratories, AT&T, Barclay Bank, UPS, Johnson & Johnson and others. She is the author of the upcoming book, “What the CEOs Know: The Nine Timeless Principles of Personal Branding.”

In addition to earning a B.S. degree from the University of Delaware (graduating with Honors, Ms. Alfaro is also a certified Corporate Etiquette and International Protocol Consultant. Ms. Alfaro is also trained in verbal and non-verbal communication, including Neuro-Linguistic Programming (NLP) to help her clients make rapid and successful personal changes.

Ms. Alfaro injects her training with real-life applications that have consistently earned her excellent feedback and increasing success with her clients. Ms. Alfaro is a member of the National Speakers Association, and the Society of Human Resource Management (SHRM) and has published articles in numerous business publications (to read: www.alfaroenterprises.com/Press_page.html) and has appeared as an expert etiquette advisor on various television networks including: ABC, CBS, UPN, FOX and prime TV SHOWTIME. Ms. Alfaro has also been quoted as an expert in business etiquette in articles published by the following national newspapers: The New York Times, the Chicago Tribune, the Los Angeles Daily News, the Atlanta Journal-Constitution, the Miami-Herald and USA Today.

Our Mission:
To provide high-quality professional development programs for organizations looking to enhance the performance of their employees, attract more business and corner their market.

Our Passion:
Our driving passion is helping individuals realize their full potential for extraordinary performance with a high return on your investment.

Our Promise to You:
- We take great pride in the professional quality of our work
- We are determined to achieve excellence in everything we do
- We make a concerted effort to be the best in our industry