



MANAGING CUSTOMER EXPECTATIONS WITH KATIE LANE

MARCH 14, 2023 10:00AM TO 11:30AM

OFFERED THROUGH MCAA VIRTUAL ALLIANCE

It is a simple truth: customers continue to do business with organizations that deliver on what they promise. You have far more potential to develop long lasting relationships and future business success by managing customer expectations in a consistent way.

In this session, you will examine and practice ways you can exceed your customers' expectations by setting, monitoring, and influencing their expectations.

Session Objectives:

Determine the core meaning of the expectations of customers.

Learn how to hold the crucial "setting expectations" conversations with your customers.

Use Dale Carnegie Principles to close the gap between customer expectations and reality.

Uncover a model to handle difficult conversations when expectations are not being met.

1.5 OCILB credit available