

Experience



Customer service teams typically perform well under ideal conditions. But in challenging interactions, reps often struggle to lead the conversation in a way that enhances customer loyalty and retention.

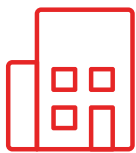
OVERVIEW

Experience equips reps to embrace their role as customer advocate, show up more effectively in high-pressure moments, and lead genuine, other-centered conversations. The result is a better customer experience and improved retention.

STRUCTURE

Experience is a two-day program designed around three modules: Role, Relationship, and Partner. Each step builds the foundation for the next, equipping reps to understand exactly what drives customer satisfaction and retention, take an Other-Centered® orientation, and show up confidently during difficult interactions.

FORMAT



Onsite



Virtual



Train the
Trainer

BENEFITS



Higher customer
satisfaction and
retention



Lower customer churn



Fewer call escalations



We help reps deliver
in the moments that
matter most

IDEAL AUDIENCE



Customer Service
Representatives



Customer Success
Managers






Customer Experience
Representatives



Inside Support
Teams

Program Framework + Results




Role

-  Reps struggle to shift their mindset from order-taker to customer advocate.
-  Embrace their role as customer advocate and ambassador, and learn how to deliver an outstanding customer experience.
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 - **Framework for ensuring the optimum customer experience:** Embracing your role, enhancing relationship, following an Other-Centered® process, and developing critical service skills.

EXPECTED OUTCOME

Reps reframe how they see their role, empowering them to proactively lead each customer interaction.




Relationship

-  Reps communicate in ways that cause already tense or frustrated customers to close down rather than open up.
-  Develop an Other-Centered® communication approach that removes tension and enhances the customer relationship.
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 - **MetaMessage:** The meaning behind what you say, and what the customer actually hears.
 - **Drop the Rope®** technique for releasing tension when a customer is closed or frustrated.

EXPECTED OUTCOME

Reps master the capabilities to relieve tension and ensure the best possible customer experience.

Partner

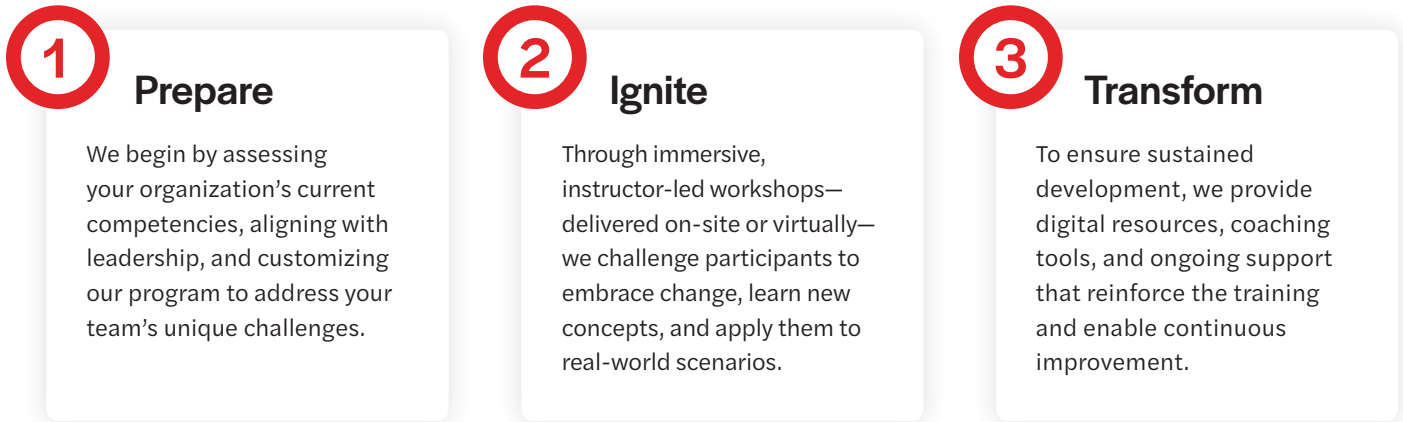
-  Reps lack a clear process for delivering a genuine, customer-centered experience.
-  Master the mindset and capabilities needed to truly serve each customer, even under challenging circumstances.
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 - A five-step framework (Connect, Discover, Support, Check, and Thank) that provides a consistent, repeatable structure for every interaction.

EXPECTED OUTCOME

Reps will have an established process for consistently exceeding customer expectations.

ASLAN's Process to Drive Lasting Results

ASLAN Training & Development employs a structured, three-phase process to drive lasting behavior change in sales organizations, ensuring each participant fully embraces and applies the training.



What Our Clients Say

“When ASLAN was hired, our goal was to grow from just under \$700 million to \$2 Billion. **We achieved the goal in just three years and ASLAN played a key role.** Not only do they have the best sales development programs but their ability to learn our business and customize the program was exactly what we needed to transition our sales force.”

— Director of Learning, Fortune 500 Telecommunications Company

“Within the first four months of implementing ASLAN's program, **appointments set with cold prospects jumped by 300% and engagement rates increased by 808%.**”

— Director, Fortune 1000 Life Insurance Company

Ready to Drive Transformative Results?

Discover how Experience can be tailored to meet your team's unique goals and challenges. Schedule your complimentary consultation to explore how we can drive meaningful change and lasting results in your organization.

[SCHEDULE A CONSULTATION](#)



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