



MVP BUSINESS SOLUTIONS

- Administration
- Production
- Leadership
- Sales and Marketing
- Financial Management



# Elevating the Customer Experience

## TURNING SATISFIED CUSTOMERS INTO LOYAL CUSTOMERS!

**Elevating the Customer Experience** provides a practical approach to customer satisfaction that will knock the socks off your customers, as well as your competition. Discover how creating "Memorable Experiences" can provide a true competitive advantage by making extraordinary customer service the centerpiece of your marketing strategy.

Participants will study the Kano Model of Customer Satisfaction and learn how to interact more effectively with multiple generations and different personality styles. Learn how to delight customers and build consumer loyalty that lasts a lifetime!

### Sales and Marketing Courses Bringing business into your shop doesn't happen by accident

Effective collision center marketing requires careful planning and use of precious resources available. To help you compete in the challenging market we currently face, PPG MVP offers a vast assortment of specially designed tools and training programs to help you reach the right people, with the right message, at the right time.

**WHO SHOULD ATTEND** Shop Owners, Managers, CSR Staff, Sales Staff, and Estimators.

**COURSE OBJECTIVE** To provide owners, managers, sales staff, and estimators the skills required to provide exceptional customer service

**COURSE LENGTH** 2-day course

**CLASS SIZE** 10 minimum, 24 maximum

- TOPICS COVERED**
- What Extraordinary Customer Service Really Looks Like?
  - Creating Memorable Experiences that Build Loyal Customers
  - The Kano Model of Customer Satisfaction
  - Understanding The 4 Social-Style Personalities of Customers
  - Generation Gaps, Demographic Shifts and Customer Service
  - How to Build Positive-Lifetime-Loyal Relationships
  - Social Media-Technology and the Voice of The Customer

**MINIMUM REQUIREMENTS** Any PPG customer is eligible to attend  
Any MVP Business Development Series course.

Participants will receive a training manual, handouts, lunch, refreshments, and a certificate of completion.

## MVP Business Development Series

Key success factors for performance-driven businesses

Grouped in 5 functional areas

The key to success of these courses involves incorporating the real-world expertise of MVP Certified Instructors, along with practical and relevant business curriculum. As a result, PPG offers hundreds of courses each year at state-of-the-art PPG Business Development Centers across North America.

We invite you to explore more on how these exciting programs can improve your performance and profitability in an increasingly competitive marketplace. The collision industry's most comprehensive set of business courses can be found grouped into five functional areas within the Business Courses page on the PPG MVP website at: [www.ppgmvp.com](http://www.ppgmvp.com)

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