



Servanthood 101

**R.O.W.ing in Your Customer's Boat**

## The Trainer:

A sought after communicator, Jeremy Dunlap (Jer) brings nearly two decades of speaking experience to the stage. His humor, storytelling, and driven points have made him a popular business world speaker with a client list that includes Gulfstream, Texas Instruments, BP/Castrol, SABIC, Under Armour, NASA, Dell, AT&T, Honeywell, and Panasonic.

In addition he has proudly served as a speaker/trainer for four branches of the military including both regular and irregular warfare. As well, Dunlap has spoken to thousands of students in schools all across America.

Among other writing credits, Jer is the author of the book "DANNY: The Virtues Within."

Jeremy Dunlap resides with his wife and two daughters in their beautiful home state of West Virginia.

[www.WHOLETSI.com](http://www.WHOLETSI.com)

## Overview: Servanthood 101: R.O.W.ing In Your Customer's Boat

In a 2015 consumer experience survey, 76% of respondents said that the **"true test of how much a company values them" as a customer** is through the company customer service. In that same study, nearly one-third of those surveyed said they would rather **"clean a toilet"** than speak with someone in a customer service situation\*. It seems that the old adage still applies: **People do not care what you know, until they know that you care\*\*.**

Truth is, we either serve or we do not. There is little middle ground on the topic of service. And if our team members do not serve each other well internally, they will not serve well externally.

Servanthood 101: R.O.W.ing in Your Customer's Boat is a course designed with a three prong focus: **Reaching People, Open Information Sharing, and KnowLEDge Clearly Communicated.** This three prong focus is driving a simple message: we want a customer to leave every experience knowing that Ensono understands them, their needs, and is "in their boat" as an advocate and trusted advisor.

Through humor, story, hands-on exercises, and class discussion attendees will grapple with numerous topics including emotional intelligence, controlling conversations, establishing boundaries to guide dialogue, and communicating important solutions in a clear, precise manner.

\*Knight, Kristina. "Report: Poor Customer Service Pushes Consumers Away." Linkis. April 6, 2015. ([www.linkis.com/www.bizreport.com/20/OtfkO](http://www.linkis.com/www.bizreport.com/20/OtfkO))

\*\* Zig Ziglar

# R.O.W.ing in Your Customer's Boat

Servanthood 101

## Objectives

- ✓ **Service:** To give your life away.
- ✓ **Emotional Intelligence:** Learn about strengths, dark sides, and connecting with people at an emotional level.
- ✓ **Listening:** Garner a strategy to actively listen to those around us.
- ✓ **Questions:** Learn how to control a conversation.
- ✓ **Boundaries:** Understand how to establish boundaries thereby effectively guiding conversations.
- ✓ **Empathy:** Discover a way to connect with even difficult people.
- ✓ **Influence:** Gather beginning strategies that help persuade people to a particular view.
- ✓ **Language:** Through the power of appropriate word choice, sounding proactive, and format deliver more powerful messaging.

REACH People  
OPEN Information  
KNOWLEDGE Clearly Communicated

## Class Agenda

- Introductions
- What Irritates You When YOU are a Customer?
  - Serving is a choice
  - That choice has great impacts
- Behavioral Styles: Connecting with People
- Emotional Needs of People
- Active Listening
- The Johari Window
- Questions that Control Conversations
- Boundaries:
  - What are boundaries?
  - How do we establish boundaries?
- Angry Birds! - Dealing with Conflict 101
- Customer Solutions:
  - Saying No
  - What to Say/How to Say It
- A Conversation Strategy/Model

### For Production Group:

Going Pro!

### For Customer Service Group:

- The Reasons People Believe You
- The Reasons People Believe Your Ideas
- Beginning Strategies to Persuade People

# ABOUT JER

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In addition he has proudly served as a speaker/trainer for four branches of the United States military including both regular and irregular warfare.

He is the lead trainer for WHOLE Training Solutions Institute LLC. With a focus on audience engagement and learning, WTSI creates creative strategies to best engage a client, no matter the audience size. As a student event speaker, Jer has addressed thousands of students all across the country.

Among other writing credits, Jer is the author of the book “DANNY: The Virtues Within: What America Can Learn from Navy SEAL Danny Dietz.”

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