



Training Title	Customer Service: Active Listening Training
Training Duration	2 day
Training Description	This course is designed to enhance the active listening skills of professionals in the bakery, pastry, and pharmacy industries, enabling them to engage more effectively with customers and colleagues. Participants will learn the difference between hearing and listening, techniques for active listening, and methods to manage and encourage constructive collaboration.
Who Should Attend?	This program is designed for all front-line employees, those with regular contact with customers, as well as executives and personnel who are interested in enhancing customer service active listening.
Learning Objectives	After attending this workshop, participants will be able to do: <ol style="list-style-type: none"> 1. Engage more effectively through active listening 2. Understand the difference between hearing and listening and learn techniques to listen actively 3. Increase awareness of communication behaviors 4. Understand how emotions affect listening abilities 5. Learn to paraphrase and restate for clarification 6. Manage and encourage constructive collaboration
Course Outline	<p><u>DAY 1</u></p> <p>9:00 AM - 9:30 AM: Introduction & Ice Breaker</p> <p>9:30 AM - 10:30 AM: Module 1 – Getting Started</p> <ul style="list-style-type: none"> • Introduction to active listening • Importance of active listening in customer service <p>10:30 AM - 10:45 AM: Break</p> <p>10:45 AM - 1:00 PM: Module 2 – How Well Do You Actively Listen?</p> <ul style="list-style-type: none"> • Importance of active listening in customer service • Identifying areas for improvement <p>1:00 PM - 2:00 PM: Lunch Break</p> <p>2:00 PM - 3:30 PM: Module 3 – What Affects Listening?</p> <ul style="list-style-type: none"> • Barriers to effective listening • The impact of physical and psychological factors <p>3:30 PM - 3:45 PM: Break</p> <p>3:45 PM - 4:30 PM: Module 4 - Determine Your Communication Behavior</p>



	<ul style="list-style-type: none">• Understanding communication styles• Identifying personal communication behaviors <p>4:30 PM - 5:00 PM: Review and Q&A</p> <p><u>DAY 2</u></p> <p>9:00 AM - 10:30 AM: Module 5 - Verbal Communication Skills</p> <ul style="list-style-type: none">• Techniques for effective verbal communication• Role-playing: Practicing verbal communication skills <p>10:30 AM - 10:45 AM: Break</p> <p>10:45 AM - 1:00 PM: Module 6 – High Emotion - Low Intelligence</p> <ul style="list-style-type: none">• Understanding the impact of emotions on listening• Strategies for managing high-emotion situations <p>1:00 PM - 2:00 PM: Lunch Break</p> <p>2:30 PM - 3:30 PM: Module 7 – Steps to Improve Your Active Listening</p> <ul style="list-style-type: none">• Practical steps for enhancing active listening• Interactive exercises: Applying active listening techniques <p>3:30 PM - 3:45 PM: Break</p> <p>3:45 PM - 4:30 PM: Module 8 – Tips and Tricks to Manage a Brainstorming Environment</p> <ul style="list-style-type: none">• Techniques for fostering a collaborative environment• Managing and encouraging constructive brainstorming sessions <p>4:30 PM - 5:00 PM: Review, Q&A and Closing</p>
Methodology	<ul style="list-style-type: none">• Interactive Workshops: Engage participants in discussions, role-plays, and group activities to simulate real-life scenarios.• Case Studies: Analyze real-world examples from the bakery, pastry, and pharmacy industries to identify best practices and areas for improvement.• Role-Playing: Practice active listening and customer interaction techniques in a safe environment.• Hands-On Exercises: Practical tasks that relate directly to participants' daily work.• Feedback Sessions: Provide constructive feedback to help participants refine their skills.• Lectures and Presentations: Deliver key concepts and theoretical knowledge