

MSCA Customer Service Training Series

Complete Program Now on DVD!

MSCA's Customer Service Training Program just got better. The complete program, including the Leader's Guide, PowerPoint slides and Participant Notebook, are now available on one DVD for one low price.



The **MSCA Customer Service Training Series** lets you offer affordable customer service training when you want, where you want. The convenient self-paced, 30-module program is designed for in-house training on your service technicians or can be integrated into the customer service program in your local apprenticeship training school.

Each module covers a key concept in customer service – such as communicating with customers, listening, asking appropriate questions, and maintaining a quality service attitude – and applies that concept to the technician in the field. Technicians will learn how their customer interactions reflect on your company and how to make sure that reflection is positive.

The **Leader's Guide** contains detailed class content that can readily be delivered by a non-professional trainer (such as the company's service manager) during a weekly/monthly company meeting. Also included in the Leader's Guide are all the required PowerPoint slides for ease of presentation.

The **Participant Workbook** includes materials for all 30 modules including exercises and worksheets.

The cost for the entire program is \$45.00 MSCA members and UA Locals and \$135.00 non-member.

To order, use the form on the reverse, or call MCAA/MSCA Publications at 301-990-2200.



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