

Myra Golden Seminars, LLC.

9 Steps for Coaching Customer Service Professionals

A Gift to You From Myra Golden

Customer Service,
De-escalation & Management
Training

MYRAGOLDEN.COM





Hello there!

**I help my clients improve the feel, sound,
and flow of the customer experience.**

I built Myra Golden Seminars to help frontline customer service professionals redirect intense interactions, regain control, and restore customer confidence after a service issue. Over the years, we've expanded our service offerings.

We're known for our onsite and online classes that improve the sound, flow, and feel of customer interactions –so that your employees go back to work fully prepared and inspired to express the soul of your brand and assured of their ability to handle challenging customers.

Myra Golden

Long-Time Customer Service & De-escalation Expert

Myra's 9-Step Coaching Plan

Coaching must be a dialogue. Employees must respond to their performance and brainstorm ways to improve it. Here are nine guidelines on how to coach performance.

- 1. Randomly record 2 –3 telephone calls per employee.**
- 2. Review the calls and note strengths and opportunities.** (This review is on your own, not with your employee.)
- 3. Meet one-on-one with your employee. Play one call and let your employee listen.**
- 4. Have your employee respond to the call.** For example, you might say, “How did that call feel to you?” Leave it open and let the employee speak.

Myra's 9-Step Coaching Plan

5. **Coach the call.** After your employee responds to the call, you will coach the call. My favorite way to coach is to coach through questioning. Coaching through questioning is a simple 4-step process as follows:

1. Ask a question.
2. Listen to the answer.
3. Repeat steps 1 and 2.
4. Offer ideas as needed.



Here's how coaching through questioning might look.

Coach: How do you feel about that call?

Employee: It was okay, I guess.

Coach: Why was it "ok" rather than terrible or terrific?

Employee: I answered her question, but I wouldn't say she was thrilled she called today.

Coach: Could you have done anything to achieve a "thrilled I called" response from her?

Employee: Listening to the call, I tend to interrupt and overtalk customers. I could have yielded to the caller, allowing her to finish her statements, as we learned in Myra's training. Not over-talking the customer would have made for a friendly service experience.

Myra's 9-Step Coaching Plan

6. Gain commitment for performance improvement.

7. Repeat steps 2 – 6 with a second and perhaps third call if necessary.

8. Follow-up before the next coaching session. Stop by the employee's desk and check in to see how things are going with the area you agreed for them to work on.

9. Discuss improvement in next coaching session. You can start your next coaching session by talking about how things are going with the last commitment.

If you find you need more help coaching customer service employees, check out my online course, *Managing to Eliminate Unacceptable Performance* right [here](#).

Management Training

Managing to Eliminate Unacceptable Employee Performance

**Ignore Problems
Hoping
Employees Will
Self-Correct?**



The most comprehensive training for preparing for performance conversations, validating employees, reeling in excuse-makers, ensuring you're fair and consistent, and nipping unacceptable performance in the bud.

\$357 per person
[Learn more.](#)

WHO IS THIS COURSE FOR?

- You tend to ignore problems, hoping employees will self-correct
- You sit down with good intentions for a focused conversation but end up backpedaling
- You fear you'll sound nitpicky so you don't say anything
- Performance meetings take longer than they should and you still don't see improvement
- You've heard employees complaining that aren't fair or consistent
- You have a hard time getting employees to see the problem with their performance or behavior

Myra Golden



Long-time Customer Service &
De-escalation Expert

Master Facilitator

1.6 million
LinkedIn Learning
Students

4.9 million
YouTube
Views

1.8 million
Blog
Views



Testimonials



"I appreciated all the pre-work you did to learn about McDonald's training and operational procedures. You did a great job of customizing your training to meet our specific needs. Also, it appeared as though the entire group was completely engaged and thoroughly enjoyed the training." - Beth Vickers

The customized tools and lessons presented by Myra Golden transcended the typical 'training class' and was truly a professional development event. Our associates were immediately empowered to create more memorable service experiences for our customers even before the applause faded. As stated by one associate, "Myra Golden captured our attention from the moment she started to speak, until the very end! I feel privileged to have been a part of the training!"

Laura Dambier

Sr. Vice President, Partner Solutions for Life, Claims and Distribution



"I was very pleased with Myra's presentation, but even more so, I was left with a sense of new energy and desire to put her recommendations to use. I can't wait for Monday."

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Myra's training was absolutely perfect for our organization. She was thorough, clear, and insightful in her approach to customer service and de-escalation. She met with us in advance and then crafted the session directly to the needs of our participants.

The training provided tangible strategies and real-world scenarios to apply them to our work. She presented on a challenging topic with a perfect combination of information, storytelling, and interactivity. On top of that, her Zoom presentation was the most dynamic and engaging virtual training I've ever experienced! We are so grateful to have worked with Myra!

TYA USA

