

**JOB SKILLS TRAINING**

# **THE TEACHING GUIDE**

**SMILE** 

**SELL MORE**

with

**Amazing Customer Service**

THE  
**ESSENTIAL**  
**60-MINUTE**  
CRASH  
COURSE

**KIRT MANECKE**

# SMILE



## SELL MORE

with

## Amazing Customer Service

# THE TEACHING GUIDE

**Let *Smile* Be Your Trainer!**

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# A NOTE FROM KIRT

Thank you for bringing *Smile* into your classroom. *Smile* will help your students learn critical people skills while boosting their confidence.

*Smile* is the book I wish I would have had when I was in school.

Have fun as you help your students learn these simple yet critical skills that will benefit them in their career and in life.



## **Kirt Manecke**

Author

*Companies using Smile for training include Neiman Marcus, BancorpSouth, and many, many more.*

*Smile is featured in STORES magazine, published by the National Retail Federation.*

# INTRODUCTION

This *Smile* Teaching Guide will help you...

- Help your students apply the techniques in *Smile*.
- Help students who have jobs or volunteer quickly improve customer service and increase sales or donations.
- Help students prepare for a job and get a head start in their career.
- Help students improve critical communication skills.



## **A BEST-SELLER!**

Winner of 8 Awards, including the Mom's Choice Gold Award, Teachers' Choice Award, National Indie Excellence Book Awards, and IndieReader Discovery Awards

## **PRAISE FOR SMILE**

**"We have started an 'evidence' book full of positive customer feedback. Since we read *Smile* as a team, our evidence book has exploded."**

**THAD SZOTT,**  
Thad Szott Auto Group,  
Highland, MI

**"Smile is very simple, very effective. Everyone who works in the store, including myself, is responsible for reading *Smile*."**

**KEN SNOOK,**  
Owner, Colasanti's Market,  
Highland, MI (100 employees)

**"Customer service is the heart of all business — get it right and experience success or settle on being mediocre. This book helps you get it right!"**

**ROBERT LAMEIER,**  
President and CEO,  
Miami Savings Bank, OH

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*In this exercise you will prepare your students for getting the most out of reading Smile. Students will discover their current level of customer service and sales skills. These skills are some of the most important in today's business world but sadly are often lacking.*

## READING ACTIVITIES

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*Role playing allows your students to experience first-hand how it feels when customer service is poor or non-existent and when customer service is excellent. It lets you see if your students understand the techniques in Smile and gives you the opportunity to correct and assist as needed. Role playing helps your students have empathy for customers and drives the point home that great customer service needs to be "business as usual."*

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*Implementing the important methods in Smile when working or volunteering helps students make the techniques habit and lets them experience the benefits and successes from using the content in the book. As they find success by using the techniques in Smile, they will naturally want to make the Smile methods a regular part of their everyday life/job.*

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*Being a mystery shopper is educational and fun! It can be eye opening as students will experience good and bad customer service and sales techniques. Whether in person, by phone, or email, being a mystery shopper gives your students the ability to view a business through a customers' eyes. It gives them the opportunity to evaluate businesses and identify problems so they can avoid them in their own business or career.*

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*The following exercise will give your students powerful insight into why content in Smile is so critical to the success of a business. It will help them uncover situations that delight customers and other experiences that drive customers away.*

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*Since much of the content in Smile is new to students, ongoing training and refresher training is critical for instilling confidence and providing greater understanding of the techniques. In the business world consistent monthly or weekly training provides continuous education, ensuring staff is at their best.*

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## PRE-READING ACTIVITY

# 1. COMPLETE A CUSTOMER SERVICE SURVEY

## Support Document

In this exercise you will prepare your students for getting the most out of reading *Smile*. Students will discover their current level of customer service and sales skills. These skills are some of the most important in today's business world but sadly are often lacking.

- Have students complete the survey and average their scores. Those students who have never worked or volunteered will complete and average questions 1-5. Those who have worked or volunteered will complete and average questions 1-10.
- Analyze the results:
  1. Calculate a class average and have each student indicate where they place in relationship to the class average at the bottom of the survey sheet.
  2. Debrief survey results by calculating the average score for each customer service principle. This can be done quickly by having students simply tally their scores for each question. This could be done at the white board or on chart paper. Rank skills from most used to least used and conduct class discussion.
  3. Repeat this exercise as a **post-reading exercise** and compare individual and class averages to the pre-reading survey.
- Share anecdotes of the best/worst customer service your students have encountered.

**Worksheet 1a: How Good are Your People and Customer Service Skills?**

**Worksheet 1b: Customer Service Skill Scores**

**Worksheet 1c: Debrief Survey Responses**

## READING ACTIVITY

# 2. ROLE PLAY Chapters 1–6

Support Document/Cooperative Learning/Public Speaking

Role playing allows your students to experience first-hand how it feels when customer service is poor or non-existent and when customer service is excellent. It lets you see if your students understand the techniques in *Smile* and gives you the opportunity to correct and assist as needed. Role playing helps your students have empathy for customers and drives the point home that great customer service needs to be “business as usual”.

Divide class into partnerships or small groups. Assign a customer service scenario to each group.

- Divide class into partnerships or small groups. Assign or randomly draw a customer service scenario to each group. Students should first demonstrate through role playing the wrong way to interact with customers. Then each group should role play the same scene so it best exemplifies the SMILE model. Allow an appropriate amount of time for student preparation. Most scenarios will only need 2-3 students to present, but any additional group members will all contribute to creating the play.

\*Immediately after each presentation students in the audience groups should take a few minutes to evaluate the role play based on knowledge of *Smile* customer service and sales techniques. One student in each group should record their findings using the reference and tally sheet provided, and a spokesperson should share that information with the class as whole.

- Repeat the role play activity with each chapter until *Smile* techniques from every chapter have been addressed.
- Let several groups role play the same scenario and evaluate the most effective use of *Smile* techniques in each presentation.

**Worksheet 2a: Customer Service Scenarios**

**Worksheet 2b: *Smile* Customer Service Techniques: Reference and Tally Sheet**

## READING ACTIVITY

# 3. IMPLEMENT IN THE REAL WORLD Chapters 1–2

## Support Document

Implementing the important methods in *Smile* when working or volunteering helps students make the techniques habit and lets them experience the benefits and successes from using the content in the book. As they find success by using the techniques in *Smile*, they will naturally want to make the *Smile* methods a regular part of their everyday life/job.

- Students should practice using a variety of techniques from Chapters 1-2 while working or volunteering and record their findings daily on the Real World Application worksheet. They should be prepared to report the results to you and/or the class. (\*Students who do not work or volunteer should practice with their family, a particular friend or teacher, or during a class period. Use the following principles from Chapter One or Chapter Two that apply to non-work situations: Smile, Make a Friend, Say Please and Thank You, Ask Questions, Listen, Dress for Success, Be Enthusiastic.)
- Teachers can also practice principles with their students. Pick one *Smile* technique to use on your students for a class period without letting them know. At the end of the week, tell students (if they haven't already figured it out!) that you practiced a *Smile* technique all day/week. Have students write the technique they think you used on a slip of paper with their name included. Put all correct answer sheets into a hat for a raffle drawing. Award a small prize/reward to the winner.

## Worksheet 3a: Real World Application Chart

## READING ACTIVITIES

### 4. BE A MYSTERY SHOPPER Chapters 1–4

Support Document/Public Speaking/Career Observation Hours

Being a mystery shopper is educational and fun! It can be eye opening as students will experience good and bad customer service and sales techniques. Whether in person, by phone, or email, being a mystery shopper gives your students the ability to view a business through a customer's eyes. It gives them the opportunity to evaluate businesses and identify problems so they can avoid them in their own business or career.

- Gather important information about a business you and/or your family support. Use the *Smile* Customer Service Techniques: Reference and Tally Sheet to keep the information organized. Place a (+) or a (–) on the lines as you observe the use of customer service principles. Be prepared to share the information in small groups or with the entire class.
- Students should summarize the Mystery Shopper presentations in 2-3 paragraphs. What were the most common examples of good and bad service? How could the bad service have been avoided? What could have been done to change bad service into excellent service? What did you experience that will change your own actions?

**Worksheet 2c: *Smile* Customer Service Techniques: Reference and Tally Sheet**

### 5. CUSTOMER SERVICE REPORT CARD Chapters 1–6

Support Document/Public Speaking/Career Observation Hours

The following exercise will give your students powerful insight into why content in *Smile* is so critical to the success of a business. It will help them uncover situations that delight customers and other experiences that drive customers away.

- Ask students to focus on one customer service principle for a week when they are interacting with employees in a retail, dining, service or other business or non-profit setting. Students should fill out a report card for each service provider after they leave the store or business, noting the customer service principles they saw and heard. Students should rate each one based on how well the business implements *Smile* techniques. Students report back to you or the class using the Customer Service Report Card.

**Worksheet 5a: Customer Service Report Card**

**Worksheet 2b: *Smile* Customer Service Techniques: Reference and Tally Sheet**