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any behavioral issues (such as a poor attitude toward customers) that need to be addressed.

After completing the lists, you will be able to...

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customers,”
expanding your
definition of
customer service to
include co- workers
will lead toward even
greater success.

Remember, the
internal customer
chain is just like the
external, we are all
customers both
inside and outside
the company or

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hospitality training is essential—even if customers already seem satisfied. A training manual makes it easier to meet and exceed customer expectations by providing reps with consistent training that quickly gives them the tools they need to succeed.

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