



SCHEDULE/AGENDA

NATA Certified CSR Program & Workshop

The National Air Transportation Association (NATA) Certified CSR Program is a professionally administered customer service training course, which results in becoming a Certified Customer Service Representative (CCSR).

A person who successfully completes the course can proudly affix the CCSR designation as an appendage to their name on such items as business cards, email signatures, stationary and resumes. i.e.: Pat Jones, CCSR, Customer Service Representative.



The CSR Certification Program is a straightforward two-step process. It starts with the Customer Service, Safety and Security (CSSS) fundamental training course administered online through the NATA Safety 1st website and concludes with a modular based two-day CSR Certification Workshop where attendees complete the curriculum.

The various CRS Certification Workshop modules are designed to strengthen the core competencies of each attendee while building a broader platform of industry and operational knowledge.

The goal of this program is to provide a course curriculum that results in a well-rounded individual who utilizes both academic and practical knowledge of the industry while leading the team in demonstrating exceptional customer service experience skills.

Sponsors

We'd like to thank the Sponsors for this event, Ac-U-Kwik, Enterprise Rent-a-Car, Effective FBO and World Fuel Services/TotalFBO, for their continued support of NATA and our informative educational programs.

About the Seminar Facilitators

Aviation Business Strategies Group (ABSG) was founded in 2006 by aviation fueling and FBO services veterans John Enticknap and Ron Jackson with one goal in mind: to help aviation service companies, FBOs in particular, become more profitable.

Our vision is to provide an affordable resource to the industry through sharing, teaching and consulting. Through a series of seminars, workshops, webinars and personalized company coaching, the team at ABSG has helped FBOs solve practical problems and create winning solutions.

John and Ron are co-authors of the book: *FBO Survival! 10 Tips to Keep Your Operation Lean, Mean and Profitable.*



Our Services

ABSG provides a variety of services to help FBOs become more profitable, safe and efficient.

Services Include:

- FBO Success Seminars
- FBO Business Consulting and Coaching
- Safety Audits including IS-BAH
- FBO Customer Service Training: *Don't Forget the Cheese®*
- FBO Employee Team Building Programs: *Give a Honk!*
- RFP Response: Both Commercial & Government
- FBO Mergers & Acquisitions
- IS-BAH Compliance & Assist Programs
- Business Plan Development
- Marketing Studies & Planning
- FBO & MRO Turnarounds
- Guest Speakers: John & Ron available for you next meeting or event
- FBO Leadership Training for Managers & Supervisors
- FBO Department Team Building: *Finding Your FBO Tribal Dance*



John L. Enticknap founded Aviation Business Strategies Group in 2006 following a distinguished career in aviation fueling and FBO management including President of Mercury Air Centers network of 21 FBO locations. John is also an IS-BAH Accredited Auditor. He is an ATP and CFI rated pilot with more than 8,200 flight hours and is the author of "FBO Survival. 10 Steps to Building a Profitable FBO." John co-developed NATA's acclaimed FBO Success Seminar Series and NATA's CSR Certification Workshop.

He writes an industry blog for AcUKwikAlert.com titled The FBO Connection. jenticknap@bellsouth.net
Ph: 404-867-5518.



Ron R. Jackson is Co-Founder of Aviation Business Strategies Group and President of The Jackson Group, a PR agency specializing in FBO marketing and CSR training. He is a certified journalist and has held management positions with Cessna Aircraft, Fairchild Aircraft and Bozell Advertising. Ron is the author of *Don't Forget the Cheese! @ The Ultimate FBO Customer Service Experience* and the co-author "FBO Survival. 10 Steps to Building a Profitable FBO." Ron co-developed NATA's acclaimed FBO Success Seminar Series and NATA's CSR Certification Workshop. He writes an industry blog for AcUKwikAlert.com titled The FBO Connection. Ron@thejacksongroup.biz Ph: 972-979-6566.

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NATA Certified CSR Program: Workshop Agenda

Tuesday, November 13, 2018

Session Time: 8:00 a.m. to 5:15 p.m.

8:00 a.m. - 8:30 a.m.

Alexandra Connoles, Ron Jackson, John Enticknap

Welcome, Attendee Introductions & Seminar Overview

Activity: Present Yourself

A great customer service experience is based on good communications and a favorable first impression. In this initial interactive activity, attendees will benchmark their verbal and non-verbal communications skills.

*Skill Sets Utilized: Personal Presentation; Verbal & Non-Verbal Communications; Public Speaking

8:30 a.m. - 9:30 a.m.

Ron Jackson, John Enticknap

S-1 The Number 1 Goal of Delivering Great Customer Service Experience

In this first session, attendees will discover how delivering a consistent customer service experience can help create long-term profitable customer relationships.

*Skill Sets Utilized: Personal Presentation; Follow-Through & Follow-Up; Consistency

9:30 a.m. - 10:00 a.m.

Ron Jackson, John Enticknap

S-2 Attitude, Anticipation, Action: The Spirit of Serving & Bringing Your "A" Game

Setting the table for a great customer service experience requires a spirit of serving and bringing your "A" Game: Attitude, Anticipation, Action, a three-course meal which will have your customers coming back for seconds and thirds.

* Skill Sets Utilized: Listening; Conversation; Organization; Prioritization; Follow-Through and Follow-up

10:00 a.m. - 10:15 a.m.

Morning Break

10:15 a.m. - 10:45 a.m.

Ron Jackson, John Enticknap

S-3 Customer Communications: Simple Rules of Customer Engagement

Engaging a customer on a business level is a professional approach to customer service. In this session, we'll discuss some simple rules for projecting a professional yet friendly image that will help you protect and nurture the customer relationship.

* Skill Sets Utilized: Cultural Awareness; Verbal and Non-verbal Communications; Body Language

10:45 a.m. - 11:40 a.m.

Ron Jackson, John Enticknap

S-4 Watch Your Ps and Qs: Verbal and Non-verbal Communication Techniques

Customers can develop a sense or feel for an organization from the moment they make first contact, whether it's on the phone or in person. In this session, we'll review body language as well as proper verbal and non-verbal communication techniques including practicing telephone etiquette.

Activity: The Telephone Answering Challenge

Attendees will write their own personal greeting for their company and role play their response.

* Skill Sets Utilized: Verbal and Non-verbal Communications; Phone Etiquette; Body Language

11:40 a.m. - 12 Noon

Practical Exam

12:00 Noon - 1:00 p.m.

Lunch

1 p.m. - 2:00 p.m.

John Enticknap, Ron Jackson, Alexandra Connole

S-5 Setting the Bar on Your Customer Service Standards

Developing a set of customer service standards for your company is critical to having everyone in your organization on the same page. In this session, attendees will work in groups and prepare a list of customer service standards to share.

*Skill Sets Utilized: Communications; Decision Making; Leadership;

2:00 p.m. - 2:45 p.m.

Ron Jackson, John Enticknap

S-6 What Customers Want & Making the Customer Your Fan

In order to deliver a great customer service experience, it's important to understand what a customer truly wants. This session will delve into the customer's mind and detail the elements in developing an internal culture that will help make the customer your fan.

*Skill Sets Utilized: Conflict Resolution; Cultural Awareness; Problem Solving

2:45 p.m. – 3:00 p.m.

Break

3:00 p.m. - 3:45 p.m.

John Enticknap, Debra Clem

S-7 Maximizing The Customer Transaction

In this session, we'll discuss the business side of the customer service experience, the customer transaction. We'll explore the basics of FBO business software, minimizing credit card fees and up-selling the fuel transaction.

*Skill Sets Utilized: Communications; Problem Solving

3:45 p.m. - 5:00 p.m.

John Enticknap, Ron Jackson, Alexandra Connole

S-8 The Personal Customer Service Experience

We've all had personal experiences of receiving or witnessing exceptional customer service. Attendees will share their story of the most memorable experience they've encountered.

*Skill Sets Utilized: Customer Communications

5:00 p.m. - 5:15 p.m.

Practical Exam

5:45 p.m. - 6:45 p.m.

Reception

Wednesday, November 14, 2018

Session Time: 8:00 a.m. to 4:30 p.m.

8:00 a.m. - 8:10 a.m.

Alexandra Connole, Ron Jackson, John Enticknap

Seminar Recap

8:10 a.m. - 8:30 a.m.

Sponsor Recognition: TotalFBO, Debra Clem

NATA Report: Programs and Initiatives

Alexandra Connole

8:30 a.m. - 9:15 a.m.

John Enticknap, Ron Jackson

S-9 Operational Safety

Providing a safe and secure environment is everyone's job. In this session, we'll review aviation safety programs and protocols such as SMS, ERP and IS-BAH and discuss ways to prevent accidents from happening.

9:15 a.m. - 9:45 a.m.

Alexandra Connole, Ron Jackson, John Enticknap

Activity: Safe Hangar Construction

Activity: In this activity, the Red and Blue Teams see who can build the safest and best hanger facility using nothing but spaghetti and marshmallows. Points will be awarded for artistic style and practicality.

9:45 a.m. - 10: a.m.

Break

10:00 a.m. - 10:45 a.m.

Ron Jackson, John Enticknap

S-10 Soar Like an Eagle, Fly Like a Goose, The Elements of Teamwork

Customers can always tell when their aircraft service team is not working together. This includes the line service and customer service personnel. In this session, we take a lesson from nature where the eagle soars but the goose gets the job done.

Skill Sets Utilized: Team Work; Communication Skills; Leadership Skills

10:45 a.m. - 11:35 a.m.

Ron Jackson, John Enticknap

S-11 Empowerment & Changing a Business Transaction Into a Customer Transformation

A business transaction is usually short term and often cold in nature. However, a customer transformation happens when a profound connection is made between the customer and the company. We'll explore how being empowered creates long-term profitable customer relationships.

*Skill Sets Utilized: Problem Solving; Communication Skills; Empowerment

11:35 a.m. - 12:00 Noon

Practical Exam

12:00 Noon - 1:00 p.m.

Lunch

1:00 p.m. - 1:15 p.m.

Kim Blankenship, Alexandra Connole, Ron Jackson, John Enticknap

Activity: Life's Lessons-Rock, Paper Scissors

1:15 p.m. - 2:00 p.m.

John Enticknap, Ron Jackson

S-12 Top 10 Customer Do's and Don'ts

What you say can make the difference between an excellent service transaction and a bad one. In this session, we'll count down the Top 10 Customer Do's and Don'ts to help soften the communication channel between the FBO employee and the customer.

*Skill Sets Utilized: Conflict Resolution; Problem Solving; Communication Skills; Empowerment

2:00 p.m. - 2:30 p.m.

Ron Jackson, John Enticknap

S-13 When Customers Complain, What Do They Really Want?

When customers complain, they really aren't looking for something free from the FBO. They are looking to make a point among other things. In this session, we'll discuss how to diffuse complaints at the point of transaction.

*Skill Sets Utilized: Conflict Resolution; Communication Skills

2:30 p.m. - 2:45 p.m.

Break

2:45 p.m. - 3:30 p.m.

Ron Jackson, John Enticknap

S-14 Role Playing Session

In this session, attendees will have the opportunity to participate in live role playing sessions involving real FBO situations.

*Skill Sets Utilized: Conflict Resolution; Communication Skills

3:30 p.m. - 4:00 p.m.

Practical Exam and Awarding of Certificates