

SUPPORT STAFF PD NOW!

Formerly known as

THE SCHOOL CUSTOMER SERVICE LEARNING NETWORK

www.schoolcustomerservice.net

PREPARED BY:
THE MASTER TEACHER, INC.
P.O. BOX 1207
MANHATTAN, KANSAS 66505-1207

OCTOBER 6, 2011

PURPOSE

The purpose of this document is to provide the background and information to effectively support and promote the Support Staff PD Now! This document contains the following information:

- ☑ [INTRODUCTION TO THE MASTER TEACHER](#)
- ☑ [FEATURES AND BENEFITS](#)
- ☑ [COMPLETING A COURSE OVERVIEW](#)
- ☑ [CURRENT COURSES AND COURSE OBJECTIVES](#)
- ☑ [DEVELOPMENT TEAM](#)
- ☑ [SUBSCRIPTION INFORMATION](#)

[INTRODUCTION TO THE MASTER TEACHER](#)

The MASTER Teacher was established in 1969 and is the name of the company and the name of its original staff development program, which is a program of weekly in-service training for teachers. The MASTER Teacher creates twelve other staff development programs or publications for teachers, administrators, board members, support staff, and parents. We also offer more than 3,000 products and services, including books, videos, software, awards, and other motivational items. Each year over 70% of the schools in the United States purchase publications, products, and services from the company.

The School Customer Service Learning Network was launched in February 2005. This new online course delivery system helps prepare educational office professionals to compete in the school market by addressing the needs of parents and students. Giving parents great service can mean the difference between parents keeping their children in your school or district or selecting another situation in which they can feel more comfortable.

[FEATURES AND BENEFITS](#)

- ☑ The structure of each course is consistent, and the user-friendly design improves comprehension of the lessons. Each course conforms to a standard teaching and learning model so that the learning experience is extremely productive.
- ☑ Every course contains a multiple choice test to check for understanding. The questions are randomly selected from a larger pool of questions to reduce cheating and increase comprehension. Many questions require higher-learning skills, which cause the user to apply the knowledge to practical situations. The default passing score has been set to 70%, but it can be modified to meet each subscriber's needs. For instance, the passing score can be raised to 80% or 90%.
- ☑ Access to the training is available 24 hours a day, 7 days a week using any Internet connection. This process significantly reduces staff development preparation, travel, and time.
- ☑ Detailed and summary course completion records can be reviewed and printed by each user. Certificates can be printed when a course is successfully completed.

COMPLETING A COURSE...IS SIMPLE!

Sign-on Procedures: Each participant or administrator accesses www.schoolcustomerservice.net from any personal computer having an active Internet connection and browser.

Registration: Each participant completes a short registration form to enroll for the training.

Course Selection: The participant selects a course from the course catalog. Each course can be completed in one hour and includes:

- ☑ **Learning objectives** that outline the course content.
- ☑ **Short readings** that teach the lesson and demonstrate the desired outcomes.
- ☑ **A 7-question multiple-choice test** to verify the participant's knowledge of the lesson.
- ☑ **A Certificate of Completion** when the user achieves a passing score.

Transcript and History Update: After the participant completes the multiple-choice test, his or her records are automatically updated. Courses taken and date of completion are tracked.

CURRENT COURSES AND COURSE OBJECTIVES

Course 101: The Profile of Great Customer Service

The participant will...

- Identify the five C's of customer service.
- Understand the importance of customer service.

Course 102: Understanding the Mission of Your School Organization

The participant will...

- Learn how to understand the mission of your organization.
- Identify questions to consider when analyzing change in your organization.
- Describe the focus that sets professionals apart from their peers.

Course 103: What Would It Take to Put Your Organization Out of Business?

The participant will...

- Discover why organizations cease to exist.
- Describe the factors that can put your organization out of business.
- Learn how your work matters to the future of your organization.

Course 104: Customers and Their Passion for Quality

The participant will...

- Describe how to think from a customer's perspective.
- Learn the importance of maintaining high quality.

Course 105: We Really Sell Benefits

The participant will...

- Describe the difference between services and benefits.
- Identify the nine motivators for buyers.

Course 106: Remember, Customers Are Just Like You

The participant will...

- Understand why we forget that the customer is just like us.
- Learn how to handle difficult customers.

Course 107: Developing a Whole-Organization Mentality

The participant will...

- Describe a “whole-organization” mentality.
- Learn how to change self-centered habits.

Course 108: Take Your Job Description and Throw It Out the Window

The participant will...

- Learn why a job description is limiting.
- Understand that people are really interested in your work, not your title.
- Learn how to be an advocate of work.

Course 109: Who Can Count on You?

The participant will...

- Understand the importance of being dependable.
- Describe ways to increase your reliability.

Course 110: No Judgments...No Demands

The participant will...

- Learn reasons not to judge people.
- Identify ways to avoid judging people.

Course 111: Will You Be So Kind?

The participant will...

- Describe why kindness is effective.
- Learn characteristics of kind people.

Course 112: The Incredible Power of Patience

The participant will...

- Define the virtue of patience.
- Learn how to use patience as a strategy.
- Appreciate the power of patience.

Course 113: The Practical Need for Positives

The participant will...

- Understand our need for positives.
- Identify the professional’s three responsibilities.

Course 114: Tolerance Makes You a Pro

The participant will...

- Understand that tolerance is a choice.
- Learn how to develop tolerance.
- Learn how tolerance leads to success.

Course 115: You and Your Freedom to Choose How You Will Respond

The participant will...

- Understand the freedom that you have in your life.
- Identify ways to utilize the power of a good attitude.

Course 116: Can You Say, “The Client Is Tops with Me”?

The participant will...

- Learn the source of all rewards in an organization.
- Identify examples of great customer service.

Course 117: The Personal Advantages of Giving It All You Have

The participant will...

- Learn the varying degrees of commitment.
- Describe the rewards of being a giver.

Course 118: An Affair of the Heart

The participant will...

- Understand why it is important to love what you do.
- Identify four aspects to love about work.

Course 119: So I Don’t Do My Best – So What?

The participant will...

- Learn that your performance does matter to your boss.
- Identify the rewards of doing your best.

Course 120: Is Your Organization Safe to Receive Criticism?

The participant will...

- Understand what happens when an organization will not receive criticism.
- Learn how to determine whether you receive criticism gracefully.

Course 121: Five Ways to Make Yourself Indispensable

The participant will...

- Identify five ways to become indispensable to your boss.
- Learn reasons to feel deeply about your work.

Course 122: Anticipate...Participate...Accelerate

The participant will...

- Learn the three-step prescription for success.
- Describe ways to get results in your work.

Course 123: How to Really Wow Customers

The participant will...

- Learn your role in wowing customers.
- Discover techniques that wow customers.

Course 124: What’s Not Important?

The participant will...

- Gain criteria for making good decisions.
- Learn who is an important force in determining quality.

Course 125: Your Role In Increasing Demand

The participant will...

- Learn why increasing demand is so important.
- Identify ways to contribute to the value of your organization.

Course 126: Seven Powerful Components of Verbal Communication

The participant will...

- Identify the seven vital components of verbal communication.
- Understand how the seven components have a direct bearing on whether we communicate effectively.

Course 127: Seven Tips for Ending Conversations on a High Note

The participant will...

- Learn that the end of a conversation is as important as its beginning.
- Identify seven good ways to end a conversation.

Course 128: Make No Mistake, Your Image Counts

The participant will...

- Understand the way people make judgments about others.
- Learn the style of clothing that commands the most respect.
- Learn styles to avoid when trying to make a good impression.

Course 129: Giving Yourself a Million-Dollar Image

The participant will...

- Identify the attributes of a person who has a million-dollar image.
- Learn how to convey that image.

Course 130: What Other Service Can You Provide?

The participant will...

- View examples of great service.
- Learn why it is important to add services to your job.

Course 131: Vital Tips for Handling Customer Complaints

The participant will...

- Identify two key attributes of customer complaints.
- Learn techniques for handling customer complaints.

Course 132: Making Bad Situations Better

The participant will...

- Learn how we can make bad situations better.
- Identify attitudes that cause us to miss vital opportunities.
- Describe specific steps to take when facing stressful circumstances.

Course 133: Six Techniques to Use with People Who Are Dragging Their Feet

The participant will...

- Identify and learn six techniques to motivate others.

Course 134: Handling Your Errors Like A Pro

The participant will...

- Learn the Law of Total Responsibility.
- Learn how to accept responsibility for your own mistakes.

Course 135: A Professional Attitude Toward Your Mistakes

The participant will...

- Identify three things people do that make mistakes worse.

- Learn ways to rectify a mistake.

Course 136: Five Techniques for Calming Angry People

The participant will...

- Learn five techniques for calming angry people.
- Become aware of guidelines that help us stay calm when speaking to angry people.

Course 137: Handling Irrational Behavior

The participant will...

- Define irrational behavior.
- Identify techniques to help a colleague gain control of his or her emotions.
- Identify steps to help an irrational customer.

Course 138: Handling the Attention Demander

The participant will...

- Understand the behavior of attention demanders.
- Learn how to handle an attention-demanding colleague.
- Identify ways to handle an attention-demanding customer.

DEVELOPMENT TEAM

- Tracey DeBruyn, President, The Master Teacher.
- Laura Homer, Editor, The Master Teacher.
- Leslie Jager, Director of Technology Solutions, The Master Teacher.
- Priscilla Mizell, Product Manager, The Master Teacher.

SUBSCRIPTION INFORMATION

✳ To calculate your annual price, simply determine the total number of students enrolled in each school/district supported by your organization.

Use the chart below to calculate your annual fee.

Number of Users	Annual Price per User	Number of Courses Available Per Subscription
1	\$50	Unlimited!
2-24	\$20	
25-99	\$19	
100-249	\$18	
250+	\$17	