

# MAGIC® Programs and Services

## The MAGIC® of Customer Relations

Develop the skills and attitudes to provide exceptional service, over the phone or face-to-face.

Length of course: 2 days; flexible  
Class size: 6-10

## MAGIC® of Relationship Selling

Increase your revenue per customer while enhancing relationships.

Length of course: 1-2 days  
Class size: 10

## MAGIC® Transformational Leadership

Why would anyone choose to follow you? Participants in this program will explore this question, and learn to lead in a way that inspires others and engages the higher achiever within.

Length of course: 1-2 days  
Class size: 15

## MAGIC® in Difficult Situations

Increase your revenue per customer while enhancing relationships.

Length of course: 1/2 day  
Class size: 4-10

## MAGIC® Recertification

Renew your MAGIC certification skills and update your awareness of new content if needed.

Length of course: 1 day  
Class size: 1-2

## MAGIC® Coaching

Sustain your training investment by helping supervisors and managers coach their associates to consistently model the organization's standards and values to increase employee compliance, engagement and MAGIC® performance.

Length of course: 2 days  
Class size: 1-9

## MAGIC® Certification

Build resident capability to deliver MAGIC training in a cost-effective way throughout your entire enterprise.

Length of course: 2-4 days  
Class size: 1-6

## MAGIC® Leadership From Contributor to Leader

Supports individuals to transform themselves into leaders, and develop the strong foundation of trust teams and organizations need to achieve and exceed their goals.

Length of course: 1-2 days  
Class size: 15

## MAGIC® Presentation Skills

Learn specific attitudes and communication skills needed to present a message with professionalism and grace.

Length of course: 1-2 days  
Class size: 6-8

## Turbo MAGIC: Supercharged Training & Facilitation Skills Workshop

This workshop covers adult learning theory, a review of presentation skills, and provides new tools and methods to engage participants and encourage individual discovery and learning, especially in the virtual world.

Length of course: 1 day  
Class size: Max 8

## MAGIC® Email

Write clear, customer-focused emails that get results and Make a Great Impression on your Customer.

Length of course: 1 day  
Class size: 6-12

## MAGIC® Chat

Deliver clear, concise, and professional chats every time. Learn to respond with greater confidence.

Session is tailored to meet the group's needs. Different formats, including virtual delivery can be arranged.

## Service Excellence Alignment Workshop

Learn how to create and align on a standard of behavior for your organization, which will lead to an exceptional service culture.

Length of course: 1 day  
Class size: 8

## Call Assessments

Associate calls are assessed pre and post-MAGIC programs using our 33 Points of MAGIC to ensure consistent, outstanding service. Assessments establish a baseline and show quantified improvement.

Minimum of 50 calls.

## MAGIC® Champions

Establish the foundation for your MAGIC Service Culture training initiative and prepare Champions to support it.

Length of course: 1/2 - 2 days  
Class size: 6-24

## MAGIC® of Collections

Learn the skills and attitude needed to be consistently effective and successful in collections by using a cooperative approach.

Length of course: 2 day; flexible  
Class size: 6-12

## A Taste of MAGIC®

Increase awareness of MAGIC attitudes and skills.

Length of course: 1/2 - 1 day  
Class size: 5-25

## MAGIC® Refresher

You've taken MAGIC, now move into MAGIC in Action. Participants will dive deeper into the MAGIC of Customer Relations and how it directly applies to them.

Length of course: 1/2 day  
Class size: 6-16

## One-on-One Communication Skills Coaching

Increase your self-awareness, tap into your strengths and become the communicator you want to be.

Length of course: Customized  
Class size: 1