

# PREVIEW GUIDE



## An Invisible Man Meets the Mummy

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## INTRODUCTION

Who is the "Mummy"?

Maybe it's you. Think about it — you're often wrapped in red tape, inflexible and unable, despite your best efforts, to give the kind of service you want to give to the public or your fellow workers. You are the "Mummy"! And your problems are only compounded when you are confronted with an "Invisible Man" (or Woman) — the Customer who needs your service.

In **AN INVISIBLE MAN MEETS THE MUMMY**, CRM explores the complex relationship between employees and their sometimes-invisible customers, whether they are "external" as in the case of the public, or "internal" such as a worker in another department or branch. As in CRM's classic best-seller **REMEMBER ME**, insightful and humorous vignettes illuminate the basics of customer service.

Along with the Training Designs in this comprehensive Leader's Guide and accompanying Workbook, the video will help viewers to clearly focus on their own goals through the sometimes-confining bureaucratic red tape, and to be better able to offer superior service. As a result, the Invisible Customer will begin to materialize once and for all, leading to a new relationship between service providers and their customers, both within and outside of their organizations.

Kirby Timmons, Creative Director for CRM Films



## OBJECTIVES

After viewing the video **AN INVISIBLE MAN MEETS THE MUMMY** and participating in the Training Designs in this Leader's Guide, participants should be able to:

- Identify their customers, whether internal, external or both.
- Understand how red tape can hamstring customer service efforts and undermine the effectiveness of everyone in the organization.
- Practice the eight steps of good customer service.
  - Identify Your Customers
  - Determine Your Customers' Needs
  - Make A Plan
  - Carry Out The Plan
  - Show The Right Attitude
  - Follow Up
  - Measure Your Progress
  - Be A Good Customer



## DISCUSSION STARTERS

- 1.) How does it feel to tell people you work for your organization? Do you feel pride in the goods and/or services you provide?
- 2.) What does “Serving the Public” mean to you?
- 3.) What is a Service Provider? What does the expression make you think of — Servitude? Giving Service? Obligation?
- 4.) Who are your customers? Are they internal (from within your organization)? Or external? Or both?
- 5.) As a customer, have you ever felt like you were trying to get service out of someone who was strangled by red tape? What does red tape look like when someone is wrapped up in it? How does it feel to be bound by red tape, rules and regulations?
- 6.) What would it be like to work in a “red-tape free zone”? Are there any changes, no matter how small, you would make in your own work environment?
- 7.) Have you ever felt invisible when requesting service within your own organization?
- 8.) Have you ever lost sight of a customer you were supposed to serve, whether they were from inside or outside of your organization?
- 9.) What’s the best customer service you’ve ever received? Describe exactly what happened to make that service so great.
- 10.) What does it feel like to receive great customer service? What does great customer service make you think about the organization?



Instructor Led  
2 hours, 30 min.

## **TRAINING DESIGN #1**

### **THE EXTERNAL CUSTOMER**

(Materials needed: flip chart, marking pens, **An Invisible Man Meets The Mummy Participant Workbooks** available from CRM.)

- 1.) Introduce the workshop and ask participants to describe their most frustrating customer service experience. (15 min.)
- 2.) Have the participants complete **Worksheet I, ATTITUDE EVALUATION**. (10 min.)
- 3.) Show the video **AN INVISIBLE MAN MEETS THE MUMMY**. (20 min.)
- 4.) Have the group discuss one or more of the Discussion Starters. Questions #8 or #9 will be particularly appropriate at this time. (10 min.)
- 5.) Summarize by reviewing the principles from the video, writing them on the flip chart and discussing each one with the group. (15 min.)
  - Identify Your Customers
  - Determine Your Customers' Needs
  - Make A Plan
  - Carry Out The Plan
  - Show The Right Attitude
  - Follow Up
  - Measure Your Progress
  - Be A Good Customer

Instructor Led  
3 hours

## **TRAINING DESIGN #2**

### **THE INTERNAL CUSTOMER**

(Materials needed: flip chart, marking pens, **An Invisible Man Meets The Mummy Participant Workbooks** available from CRM.)

- 1.) Ask participants to share one example of what the expression “customer service” means to them. Introduce the workshop as a means of learning more about customer service as it applies to people who work within their own organization. (15 min.)
- 2.) Choose one or more Discussion Starters and discuss them as a group. Questions #4 or #5 will be particularly appropriate at this time. (15 min.)
- 3.) Ask participants to identify their internal customers (i.e. the accounting department, the production line). List these on the flip chart. (15 min.)
- 4.) Ask participants to complete **Worksheet I, ATTITUDE EVALUATION**. (10 min.)
- 5.) Show the video **AN INVISIBLE MAN MEETS THE MUMMY**. (20 min.)
- 6.) Return to the list of customers on the flip chart. Do participants now have any additions to the list? Discuss why the group didn't consider these customers the first time. (10 min.)
- 7.) Either as a single large group or in smaller groups of three to five, have the participants discuss one of the Discussion Starters. Questions #5, #6, #7, or #8 will be particularly appropriate at this time. (20 min.)

- 8.) Summarize by reviewing the principles from the video, **AN INVISIBLE MAN MEETS THE MUMMY**, writing them on the flip chart and discussing each one with the group. (15 min.)
- TRAINING  
DESIGN #2  
(continued)
- Identify Your Customers
  - Determine Your Customers' Needs
  - Make A Plan
  - Carry Out The Plan
  - Show The Right Attitude
  - Follow Up
  - Measure Your Progress
  - Be A Good Customer
- 9.) Ask the participants to complete **Worksheet II, DO YOU KNOW WHAT YOUR CUSTOMERS REALLY WANT?** (25 min.)
- 10.) If the group is large enough, ask participants to form different groups and assign principles from the video to each group. Have them compile the results of **Worksheet II, DO YOU KNOW WHAT YOUR CUSTOMERS REALLY WANT?** as it pertains to their assigned principle(s). (15 min.)
- 11.) Using the flip chart, have a representative of each small group share the principles they created. If the group did not divide into smaller groups, ask participants to share the results from **Worksheet II, DO YOU KNOW WHAT YOUR CUSTOMERS REALLY WANT?** and write those results on the flip chart. (20 min.)



**Worksheet I Continued****AS OTHERS SEE ME:**

I'm often glad to hear customers' requests for information.

**Often**                      **Sometimes**                      **Rarely**                      **Never**

I'm open to constructive criticism of my work.

**Often**                      **Sometimes**                      **Rarely**                      **Never**

I ask my customers to evaluate my service.

**Often**                      **Sometimes**                      **Rarely**                      **Never**

I follow up to ensure that my customers are satisfied.

**Often**                      **Sometimes**                      **Rarely**                      **Never**

I deliver products and services in a timely manner.

**Often**                      **Sometimes**                      **Rarely**                      **Never**

**SCORING FOR WORKSHEET I**

For every **Often** answer, give yourself 6 points; for every **Sometimes**, 4 points; for every **Rarely**, give yourself 2 points; for every **Never**, give yourself 0 points. Then rate your attitude according to the following:

**Over 50 points** — What a great attitude! Chances are you haven't encountered many Invisible Customers lately. Keep up the good work and think about how you can do even better.

**40 - 49 points** — Your attitude is good, but you may want to think about your role as a service provider so you can keep your customers visible.

**Below 39 points** — Your attitude needs improvement.





**Worksheet II** (Have participants turn to page 4 in their **Participant Workbooks**.)

## DO YOU KNOW WHAT YOUR CUSTOMERS REALLY WANT?

Because their jobs are necessarily different from your own, you may have a vastly different sense of what your customers actually need from you...until you ask them.

The following questions will help you clarify and focus on how to assess what your customers really want.

- 1.) List the people who are your customers. Rather than listing the names of individuals, indicate the functions that require your goods or services. \_\_\_\_\_

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- 2.) What features do you think your customers might want? (Speed, accuracy, low cost, etc.) List as many as you can think of. \_\_\_\_\_

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- 3.) Have any of your customers ever requested the items you listed above that you were unable to deliver? What are three things you would need to change to fulfill your customers' requests? \_\_\_\_\_

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## Materials Included With *An Invisible Man Meets the Mummy*

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The workshop designed to accompany the video-based program is a flexible, yet comprehensive half-day training design. The workshop kit includes all the materials you'll need to run the program:

- ◆ The **DVD** of *An Invisible Man Meets the Mummy* provides the theory and examples to illustrate the workshop topics. Take a lighthearted look at the rights and wrongs of customer service. It shows that everyone has customers -- internal, external or both -- and there's no place to hide from them. Not even in red tape. The DVD is closed-captioned.
- ◆ The **Leader's Guide** provides step-by-step instructions for introducing activities, leading discussions, and making transitions between the video, group discussions, and exercises. Three complete training designs are included, and offer options to help you shorten or lengthen your workshop with additional activities and discussions, as desired.
- ◆ The **Participant Workbook** contains the worksheets for the suggested exercises in the Leader's Guide. Participants work through evaluating their attitude, knowing what customers really want, the world of service, and a customer's bill of rights.



# Program Information and Pricing

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Purchase Price: \$795.00

Rental Price: \$275.00 (*does not include participant materials*)

Preview Price: Free

Running Time: 19 minutes

Materials included with purchase: DVD, Leader's Guide, sample Participant Workbook

## Quantity Pricing Discounts

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### ***An Invisible Man Meets the Mummy Program***

2 copies	10% off
3-5 copies	15% off
6-10 copies	20% off
11-15 copies	25% off

Industry discounts may apply: call your Sales Consultant for more information.

### **Participant Workbooks**

1-50	\$4.95 each (list price)
51-250	\$4.46 each (10% off)
251-500	\$4.21 each (15% off)
500+	\$3.96 each (20% off)

(contents, pricing & discounts subject to change without notice)