



SOCS® 4hr Basic Certification Course

SOCS™ is a training program that is designed to teach individuals how to develop habits, skills and actions for offering extraordinary customer service while maintaining safety in the workplace.

SOCS® Training goes beyond the quick fix “smile and be happy” typical customer service programs. It teaches staff how to identify great customer service and provide it without having to think about it. Creating habits, skills and taking action for great customer service is the backbone of the SOCS® program.

- All participants will receive the book SOCS® Student Manual, SOCS® Habit card and a Certificate of completion.

Call us today to schedule a SOCS® Course – for YOU and your agency.

Toll Free: 1.866.773.7763 or Outside the US: (208) 664-5551

SOCS® 4hr Basic Course Outline

Introduction	
What is SOCS training	
SOCS training Objectives	
SOCS Modules	
Who is the Customer?	
Why Customer Service?	
Product or Process	
Habits	
Developing Habits	
Benefits and Commitment	
Module One	
Your Attitude	
Positive Attitude	
Bad Attitude	
Developing Customer Service Attitude	
Attitude Exercise	

Module Two

Your Presence

- Presence and Use of Force
- Types of Security Officer Presence
- Professional Image
- Customer Friendly Presence
- Authoritative Presence
- Command Presence
- Defense Presence
- Developing Customer Service Presence
- The Power of Influence
- Body Language
- Gestures
- Cause & Effect

Module Three

Choice & Mission

- What is a Mission Statement
- Organizational Mission Statements
- SOCS Mission Statement
- Values and Choice
- Values Exercise
- Creating a Personal Mission Statement
- Personal Mission Statement Exercise
- Examples of Mission Statements

Module Four

Your Intuition

- What is Intuition
- Your Five Senses
- Using Intuition
- Intuition Messengers
- Brain Teasers
- Brain Teasers
- Developing Intuition

Module Five

Meeting & Greeting

- Initial Contact
- Giving Directions
- Security Officer Etiquette
- Shaking Hands
- Three Messages Sent
- Types of Handshakes
- Meeting and Greeting Rules
- The Three Magic Words

Module Six

Electronic Communication Skills

- Receiving and Transmitting
- Telephone Communications
- Leaving Messages
- Receiving Messages
- Transferring Calls
- Placing Customers on Hold
- Radio Communication
- E-mail
- Exercise

Module Seven

Managing Your Stress

- What is Stress
- Types of Stress
- Managing Stress
- Strategies for Managing Stress
- Strategies for Managing Stress
- Exercise

Module Eight

Building Relationships

- The Customer Emotional Bank Account
- Making Customer Deposits
- Types of Customers
- Dealing with Different Customers
- Controlling Your Emotions
- Dealing with Different Customers

Module Nine

Your Personal Safety

- The Golden Safety Rule
- AVADE
- What is AVADE
- Spatial Empathy
- Contact and Cover
- The Right Angle
- Proper Stance
- Safety Rules for dealing with Upset Customers

Module Ten

Personal Self-Leadership

- What is Personal Self-Leadership
- Ten Steps for Personal Self Leadership
- Ten Steps for Personal Self Leadership

Reference Guide and Bibliography

Security Oriented Customer Service® Student Training Requirements

- SOCS® 4hr. or 8hr. Training Course Certification
 - Student must pass the ten question written exam with an 70% or better. One re-test allowed. If student fails re-test, course must be taken over again.
 - Student must pass the proficiency skills test with an acceptable rating.
 - Recertification is required every other year. (no time requirement for recert) *Student must pass written and proficiency test for recertification. *Yearly training is recommended.

Call us today to schedule SOCS® training – for YOU and your agency.

Toll Free: 1.866.773.7763 or Outside the US: (208) 664-5551

On-Site Training is available. Please call for pricing and availability.