

# Continuing Education

## Customer Service - Module I

Brought to you by WDDC



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Good customer service... what does it mean and how do we achieve it? From building strong healthy relationships to offering assistance in a friendly pleasant manner, it's essential to have the right skills be able to handle both your internal and external customers. Providing good service is one of the most important things to help set your business apart from the others !



### About the facilitator

Jolene Watson is a Registered Veterinary Technologist, Professional Speaker, Certified Myers-Briggs® Practitioner and President of Clarity Coaching & Development. She also teaches at the Edwards School Of Business/ Executive Education, Praxis School of Entrepreneurship and has recently designed a 'Veterinary Client Relations' Course that she teaches at

Saskatchewan Polytechnic to the first year Veterinary Technology students. With the growing awareness of burnout and compassion fatigue, Jolene has combined her passion for veterinary medicine and psychology by developing customized workshops specific to the veterinary industry that focus on communication, customer service, self-understanding and stress management.

Her favorite memory relates to her passion for cats and helping to design the Cat Hospital of Saskatoon, where she practiced as the head Veterinary Technologist and Office Manager for 6 years. She was also a finalist for the 2016 Chamber of Commerce SABEX Awards and the 2018 Better Business Bureau Torch Awards for Ethics.

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**Speaker:** Jolene Watson, RVT, Certified MBTI® Practitioner  
President, Clarity Coaching & Development  
[www.jolenewatson.com/veterinary](http://www.jolenewatson.com/veterinary)

**Hosted by:** Western Drug Distribution Center (WDDC)

### Step #1 Personality Types

We will be identifying strengths and areas for improvement from an overview of personality type using Myers-Briggs Personality Type Indicator® concepts. Knowing if you are an extrovert or Introvert will go a long way in gathering information about who you are and how you communicate with others around you, especially your internal and external clients !

### Step #2 Defining your Strengths

Consider areas and/or specialties within the animal health industry that fit with your preferences, personality and strengths. This will help you find industry careers more in tune with your customer service skills making your career path enjoyable, rewarding and successful. Knowing personality types and how you communicate can also contribute to effective placement of team members in our practices, decreasing fatigue and increasing customer satisfaction.

### Step #3 Appreciation & Communication

An individual or client will value a certain language style more than another. The most effective communication occurs when the message is sent in the language of appreciation most valued by the receiver. Missing the mark leads to decreased client engagement and staff retention. Learn how to motivate the veterinary team and clients by assessing personality type and using a customized approach in terms of appreciation styles. Utilize the 'Platinum Rule' which is to treat others as they want to be treated. This concept will be explored in relation customer service and marketing skills.

_____	_____	(____) _____	_____
Clinic Name	WDDC #	Phone Number	E-mail address
Name of Attendees ( <i>Maximum 3 people per clinic</i> )		Title (i.e. DVM, AHT, Office Mgr)	
_____		_____	
_____		_____	
_____		_____	

Please scan and email form to [m-service@wddc.com](mailto:m-service@wddc.com) or fax toll free 1-800-329-9332

### Please check which location suites you

**EDMONTON** Monday November 26 /18 (8 am - 3 pm)

**CALGARY** Tuesday November 27/18 (8 am - 3 pm)

**WINNIPEG** Wednesday November 28/18 (8 am - 3 pm)

**REGINA** Thursday November 29 /18 (8 am - 3 pm)

**SASKATOON** Friday November 30/18 (8 am - 3 pm)

### Special points of interest:

- Continental breakfast & Lunch served
- Non scientific credits available
- ~ 6 hours of instruction
- *Complementary to WDDC Members*