

## Coaching knock your socks off service

Zemke, Ron

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### Abstrak

Knock your socks off service doesn't just happen. It requires coaching on an ongoing basis. Now, thanks to authors Kristin Anderson and Ron Zemke, supervisors have a practical guide to the day-to-day challenges that arise in training superior customer service people. This newest Knock Your Socks Off book explains how to help frontline employees hone their skills, maintain the motivation to perform, and meet new situations head-on. The authors present a model for successfully coaching anyone, anywhere, and they show readers how to apply it in familiar coaching situations. Everyone can appreciate Zemke and Anderson's strategies for handling the toughest coaching problems. And they will learn a most important new skill-teaching employees to be peer coaches, a growing need in the current era of teams and of doing more with less.