

## FBLA HS Customer Service<sup>§</sup>

### Fostering Positive Relationships (30 test items)

1. Explain the nature of positive customer relations (CR:003, LAP-CR-003) (CS)
2. Demonstrate a customer service mindset (CR:004, LAP-CR-004) (CS)
3. Develop rapport with customers (CR:029) (CS)
4. Reinforce service orientation through communication (CR:005) (CS)
5. Respond to customer inquiries (CR:006) (CS)
6. Interpret business policies to customers/clients (CR:007) (CS)
7. Adapt communication to the cultural and social differences among clients (CR:019) (CS)
8. Anticipate unspoken customer needs (CR:053) (CS)
9. Accommodate special needs/specific requests of customers (CR:054) (CS)
10. Build and maintain relationships with customers (CR:030) (SP)

### Emotional Intelligence (15 test items)

1. Build trust in relationships (EI:128, LAP-EI-128) (CS)
2. Show empathy for others (EI:030, LAP-EI-030) (PQ)
3. Foster open, honest communication (EI:129, LAP-EI-129) (SP)
4. Treat others with dignity and respect (EI:136, LAP-EI-036) (PQ)

### Conflict Resolution (10 test items)

1. Use conflict-resolution skills (EI:015, LAP-EI-915) (CS)
2. Handle difficult customers (CR:009, LAP-CR-009) (CS)
3. Handle customer/client complaints (CR:010, LAP-CR-010) (CS)
4. Determine strategies for resolving customer-service situations (CR:046) (SP)

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<sup>§</sup> Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

### **Delivering on a Brand Promise (15 test items)**

1. Identify company's brand promise (CR:001, LAP-CR-001) (CS)
2. Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)
3. Explain the importance of meeting and exceeding customer/guest expectations (CR:067) (CS)
4. Identify factors associated with positive customer experiences (CR:052) (CS)
5. Deliver positive moments of truth (CR:055) (CS)

### **Customer Relationship Management (10 test items)**

1. Discuss the nature of customer relationship management (CR:016, LAP-CR-016) (SP)
2. Explain the role of ethics in customer relationship management (CR:017, LAP-CR-017) (SP)
3. Describe the use of technology in customer relationship management (CR:018) (SP)
4. Use Customer Relationship Management (CRM) technology (CR:024)

### **Sales Processes and Techniques (20 test items)**

1. Establish relationship with customer/client (SE:110) (CS)
2. Determine customer/client needs (SE:111) (CS)
3. Recommend specific products (SE:114, LAP-SE-114) (CS)
4. Demonstrate good/service (SE:374, LAP-SE-374) (SP)
5. Convert customer/client objections into selling points (SE:874, LAP-SE-874) (SP)
6. Close the sale (SE:895, LAP-SE-895) (SP)

## References

MBA Research and Curriculum Center. *National Business Administration Standards.*

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Help Scout. *21 key customer service skills (and how to develop them).*

<https://www.helpscout.com/blog/customer-service-skills/>

HubSpot. *What is customer service?* <https://blog.hubspot.com/service/customer-service>

Zendesk. *What is customer service?* <https://www.zendesk.com/blog/customer-service-skills/>

## LAP List

<b>Objective #</b>	<b>LAP #*</b>	<b>LAP Title</b>
<b>CR:003</b>	LAP-CR-003	Accentuate the Positive (Nature of Customer Relations)
<b>CR:004</b>	LAP-CR-004	Set Your Mind to It (Customer Service Mindset)
<b>EI:128</b>	LAP-EI-128	Trust in Me (Building Trust in Relationships)
<b>EI:030</b>	LAP-EI-030	Have a Heart (Showing Empathy for Others)
<b>EI:129</b>	LAP-EI-129	Can We Talk? (Fostering Open, Honest Communication)
<b>EI:136</b>	LAP-EI-036	Pick a Side (Considering Conflicting Viewpoints)
<b>EI:015</b>	LAP-EI-915	Stop the Madness (Conflict Resolution)
<b>CR:009</b>	LAP-CR-009	Making Mad Glad (Handling Difficult Customers)
<b>CR:010</b>	LAP-CR-010	Righting Wrongs (Handling Customer Complaints)
<b>CR:001</b>	LAP-CR-001	Share the Promise (Identifying Brand Promise)
<b>CR:016</b>	LAP-CR-016	Know When To Hold 'Em (Nature of Customer Relationship Management)
<b>CR:017</b>	LAP-CR-017	Trust Is a Must (Ethics in Customer Relationship Management)
<b>SE:114</b>	LAP-SE-114	Get Specific (Recommending Specific Products)
<b>SE:374</b>	LAP-SE-374	Show and Tell (Product Demonstration)

<b>SE:874</b>	LAP-SE-874	Objection Overruled (Converting Objections Into Selling Points)
<b>SE:895</b>	LAP-SE-895	Wrap It Up (Closing Sales)

\* LAP #s subject to change