

tools of the trade

Dealing with People

Dealing with People: A Guide to Effective Customer Service. Santa Monica, California: Salenger Educational Media. Film (color), 12 minutes. \$30 for 5-day preview. \$395 purchase.

"Dealing with People" is an excellent film for Extension viewers and would work well as a training tool for new workers or as a way for a county team to shore up its "people skills."

The film introduces and illustrates some of the basic skills involved in effective customer service. Four situations are presented in which the service representative from one situation becomes the customer in the next. The film's circular and documentary style emphasizes the fact that all of us are customers and that effective customer service is only effective if the customer feels it is.

The film is supported by both a role playing and feedback activity that reinforces and supplements the material learned from the film.

A booklet, "A Guide to Effective Customer Service," helps participants assess and develop their own customer service skills. It's divided into four sections: What Is Effective Customer Service?, How to Handle Negative Customer Attitudes or Actions, Exploring Customer Needs, and Assessing Your Customer Service Skills. This booklet is well-written and easy-to-use.

At a time when customer service is often Extension's "front door," educational materials such as these are a real must, especially where staff members have had little training in public relations, communications, and process skills.

The new Tools of the Trade editor is Dr. Doris Smith, Executive Assistant to the Associate Director; Coordinator, Office of Planning and Evaluation, University of California—Berkeley.