

## ABOUT THE CENTER FOR PROFESSIONAL DEVELOPMENT

The Faulkner State Center for Professional Development (CPD) provides support of economic growth through professional development, recreational classes and workforce training initiatives. The Center will seek to provide quality professional education to individuals and corporate clients in order to enhance careers, foster workforce development and provide community enrichment.

### CONTINUING EDUCATION & RECREATION

Art  
Automotive Maintenance  
Children's classes  
Culinary  
Fitness  
Foreign Languages  
Hobbies  
Landscape Design  
Photography  
Theatre

### TRAINING FOR EXISTING BUSINESS & INDUSTRY

Certificate in Supervision  
Certified Nursing Assistant  
Cisco Networking Academy  
Computer Applications  
Core Four Entrepreneurship  
Five Star Southern Hospitality Certification  
Industrial Maintenance Technology  
Nursing & Allied Health Workshops  
Ready To Work  
Welding

### CONTACT:

Center for Professional Development  
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FAULKNER STATE  
COMMUNITY COLLEGE  
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Bay Minette, AL 36507  
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James H. Faulkner State Community College provides equal educational opportunities and is open and accessible to all qualified students without regard to race, color, creed, national origin, gender, or disability with respect to all of its programs, activities or employment.

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James H. Faulkner State Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate in Arts, Associate in Science, and Associate in Applied Science Degrees.

SACS: 1866 Southern Lane, Decatur, Georgia  
Phone: 404-679-4501

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COPIES OF THIS MATERIAL ARE AVAILABLE IN LARGE TYPE UPON REQUEST. ALSO, THIS PUBLICATION WILL BE READ TO ANY PERSON MAKING THE REQUEST.



Offered through the Faulkner State  
Center for Professional Development.

## REQUIREMENTS

To receive program certification, participants must complete the introductory course, Hospitality 101, which is a prerequisite to all other courses.



### ***Hospitality 101***

Required Prerequisite. Introductory course for all new hires and for returning frontline employees. Develop an understanding of customer satisfaction and loyalty. Learn what the area has to offer.

Then, students must complete 4 of the following 5 courses:



### ***Communications Basics***

Discover the fundamentals of customer service communication and the importance of being an “ambassador” for your organization. Skills learned: the do’s and don’ts of fundamental telephone communication, characteristics of excellent customer service and helpful techniques for difficult situations.



### ***Customer Service Skills***

Build a solid foundation of service to positively impact your customer’s perception of the organization. Skills learned: six common errors when dealing with customers and how to better manage stress and emotions in the office.



### ***Exceeding Customer Expectations***

Discover how to be more proactive and build rapport. Skills learned: communication forms, problem solving and recovering business opportunities.



### ***Tele-Sales Skills from A to Z***

Identify techniques for being an effective listener while asking targeted questions to determine caller’s needs. Skills learned: How to build rapport, difference between features and benefits and how to ask soft questions.



### ***Coaching for Managers***

Provides a practical approach to improving employee performance. Skills learned: distinguish between training, coaching and counseling and how to achieve top employee performance.

## OVERVIEW

Sensational customer service is as much a part of the Alabama Gulf Coast as its 32 miles of powdery soft sand. Enhance your resume, and become an exceptional employee by enrolling in Faulkner State’s Five Star Southern Hospitality program, a customer-focused training program offered through the Center for Professional Development.

