



Cornell University
ILR School
DBTAC-Northeast ADA Center

PROGRAM

4

ADA Trainer Network | Program 4

Serving Customers with Disabilities: Reaching Out and Expanding Your Market

Introduction

People with disabilities currently compose a large portion of the customer base in the United States. Businesses are willing and eager to serve people in this market, but may not be aware of how best to effectively reach out to people with disabilities. This program provides information on market trends, effective communication, and an overview of selected groups of people with disabilities that frequently patronize businesses. This six-module training provides group exercises and activities to create an active learning environment and an opportunity to look at ways to apply effective outreach to potential customers with disabilities. This training presentation is based on one of a series of nine essential trainings developed and offered by the Disability and Business Technical Assistance Center (DBTAC-Northeast) at Cornell University in cooperation with the Northwest ADA Center at the University of Washington.

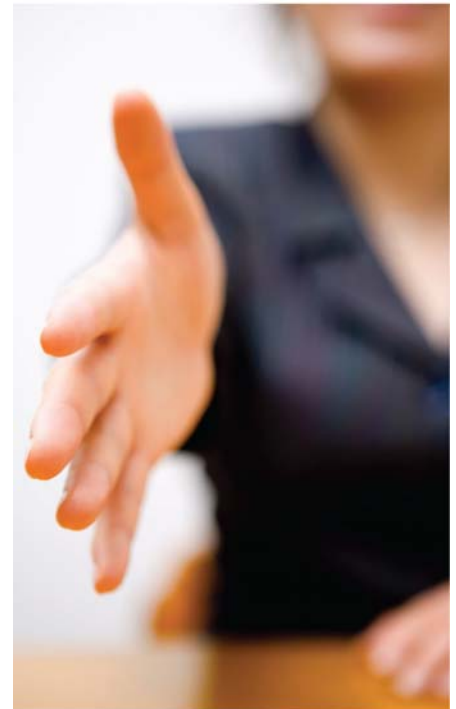
Goals & Objectives

Module 1: Serving Customers with Disabilities: Your Own Concerns, Questions, and Challenges

- Identify concerns, challenges, or dilemmas in serving customers with disabilities

Module 2: Making the Case: Why Does Being Disability Friendly Matter?

- Understand trends in disability and customer service



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- Believe that having a disability-focused customer service policy is a key to business success
- Intend to make changes to ensure that your customer service practices are accessible and disability-friendly

Module 3: In Their Shoes: Seeing your Business/Agency from Another Vantage Point

- Learn how people with disabilities view your business facility & service
- Believe that certain changes to improve accessibility are worth considering
- Intend to remove barriers for people with disabilities that exist within your business, facility, or service

Module 4: Empathy not Sympathy: Communicating with Customers who have Disabilities

- Understand the basic principles of interacting effectively and respectfully with people with disabilities
- Be willing to apply these principles to your customer service and outreach practices
- Communicate more effectively and respectfully with people with disabilities

Module 5: Serving customers with Different Types of Disabilities

- Understand how to better serve customers with particular types of disabilities including physical, sensory, cognitive and hidden disabilities
- Respond appropriately to customers with disabilities

Module 6: Bringing it all Together

- Consider more options for addressing your own identified concerns, dilemmas, and challenges

All Available Trainings

Program 1: Disability Awareness: Understanding the ADA

Program 2: Getting Hired and Moving Ahead in a Job When Working with a Disability

Program 3: Tapping into Talent

Program 4: Serving Customers with Disabilities

Program 5: About Hidden Disabilities

Program 6: Reaching Individuals with Disabilities: Accessibility in Federal, State, and Municipal Entities

Program 7: Reaching Individuals with Disabilities: Accessibility in Private or Commercial Business

Program 8: Accessible Technology in the Workplace

Program 9: Accessible Web Sites: Everyone Benefits