

Apple Genius Manual

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Apple Genius Manual

The manual condemns pushiness—that's a good thing—but it also preaches a form of salesmanship that's slightly creepy: every Apple customer should feel empowered, when it's really the Genius ...

How To Be a Genius: This Is Apple's Secret Employee ...

A Genius Bar employee at an Apple store opening at Via Rizzoli on Sep. 17, 2011 in Bologna, Italy. Photo by Claudio Villa/Getty Images. A number of articles lately have attempted to convey the ...

Apple Genius Bar training manual: a brilliant ...

The title, How To Be a Genius: This is Apple's Secret Employee Training Manual. According to Gizmodo Senior Staff Writer, Sam Biddle, "We read Apple's secret Genius training manual from ...

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Apple's Secret Employee Training Manual Reinvents Customer ...

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The Genius Bar is a tech support station located inside all but one of Apple's retail stores transforming the technical support for customers to concierge-style support for Apple products. These bars have often been referred as the "heart and soul of our stores" by Ron Johnson, the former Senior Vice President for Retail.

Apple's Secret Genius Training Manual, Is It a Reference ...

Details from Apple's training manual for Genius Bar employees have been published online, revealing how the company teaches its workers to read customer body language, and how words like "crash ...

Genius training manual details banned words for Apple ...

No Apple products are hot—at most they're "warm." So even if an iPad gave a customer a third degree burn, all a Genius can say is, "That's a bummer that your skin got fried off. iPads ...

The Apple Genius Training Manual Says You Can't Use These ...

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Apple Genius Training Manual - orrisrestaurant.com

Apple's secret Genius Training student workbook has just been leaked into the internet which teaches Apple's employees how to be a genius, and Gizmodo received a copy of it. If you are looking for downloaded or pdf version of the Apple's secret Genius training manual then chances is you won't be able to find one.

Apple Genius Training Student Workbook Download? | WizTechie

The Genius Training Student Workbook, leaked to Gizmodo, introduces Apple's own sales technique in some depth. Sales training has traditionally focused on acronyms like AIDA (Attention, Interest, Desire, Action) or DIPADA (Drop Its Price And Drop Again), but Apple has its own variant -

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unsurprisingly named APPLE (Approach, Probe, Present, Listen, End.)

Leaked Genius Bar manual shows Apple's smooth seductions ...

According to Sam Biddle at Gizmodo, “the term ‘empathy’ is repeated ad nauseum in the Genius manual”. Apple’s ‘Feel, Felt, Found’ approach recommends that Geniuses acknowledge the ...

The Psychological Tricks Behind Apple's Service Secrets

Gizmodo has gotten its hands on an Apple internal training manual for its retail Geniuses, and it's just as Apple-like as you'd expect it to be, complete with very structured, high level how-tos ...

How to be an Apple Genius: A look inside the manual | Engadget

We read Apple’s secret Genius Training Manual from cover to cover. It’s a penetrating look inside Apple: psychological mastery, banned words, roleplaying — you’ve never seen anything like it.

How To Be A Genius: This Is Apple's Secret Employee ...

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Syncing Genius Data - Apple Community

Apple trains its Genius sales personnel to connect with customers; empathize with their problems, but never sympathize; and to avoid any negative language. h...

Apple's Genius Training Manual: All About Empathy

Well, put all of that embarrassment behind you. Want to dazzle crowds with your wondrous knowledge of Shakespeare and surgeries? Want to learn to woo just like history's greatest minds?

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