

Genius Training Student Workbook

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The Genius Training Student Workbook is Apple's employee training manual for Apple Store tech-support employees, called Geniuses. The manual features various marketing techniques revolving around the end goal of selling merchandise.

Apple Genius Training - 10/2020

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Genius Bar - Wikipedia

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. No, Apple Genius Training Student Workbook download available yet.

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Apple Genius Training Student Workbook Download ...

The Genius Training Student Workbook, leaked to Gizmodo, reveals the ways Apple staff are encouraged to empathise with customers to guide them towards making a purchase. As the manual tellingly...

Leaked Apple Genius manual reveals seductive ... - Digital Spy

Description: The Genius Training Student Workbook we received is the company's most up to date, we're told, and runs a bizarre gamut of Apple Dos and Don'ts, down to specific words you're not allowed to use, and lessons on how to identify and capitalize on human emotions.

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

The company's 'Genius Training Student Workbook' has just leaked onto the internet. The contents of the book are quite fascinating, essentially telling Geniuses-in-training how to think and what to say in nearly every kind of customer situation, and how to "sell gadget joy." Gizmodo, the site that originally posted the Workbook, reports:

Apple's secret Genius Training Workbook surfaces online

The Genius Training Student Workbook we received is the company's most up to date, we're told, and runs a bizarre gamut of Apple Dos and Don'ts, down to specific words you're not allowed to use....

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

When Apple's Genius Training Student Workbook was leaked by Gizmodo two years back, it revealed a great deal about the extent to which the company goes to sufficiently train and produce the level of quality service anyone who's visited an Apple store comes to expect.

The Apple Store Guide to Insanely Great Customer Service

Customer Service is also a big deal at Apple. So much so, they have a secret handbook for their customer support professionals, called the Genius Training Student Workbook. Those who've gone through the manual would notice the repetitive use of the word empathy - more specifically, the 3 F's of empathy - Feel, Felt, Found.

3 Enlightening Customer Experience Lessons from Apple ...

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 ...

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

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Talk:Genius Training Student Workbook - Wikipedia

Inside Apple's 'Genius Training Student Workbook': 80 Gizmodo has shared some interesting tidbits of what it claims is the most recent version of the Genius Training Student Workbook. By Kimber...

Inside Apple's 'Genius Training Student Workbook' - The Verge

They are given a Genius Training Student Workbook that educates them on these skills, but also promotes empathy and psychological training. During training, Geniuses will earn various Apple certifications. They must rectify each year to remain current.