

## Apple Genius Training Student Workbook

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### Apple Genius Training Student Workbook

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 ...

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 ...

Apple Genius Training student workbook "leaked" Chris Burnis - Aug 28, 2012, 1:17 pm CDT 2 This week someone at Gizmodo has gotten their hands on a workbook of training documents used by Apple to...

### Apple Genius Training student workbook "leaked" - SlashGear

Ever wondered what one should go through to become an Apple Genius? Wonder no more - the full and most up to date Genius Training Student Workbook got in the hands of Gizmodo, and there's plenty of interesting and often even disturbing techniques that Apple Geniuses have to instill in their minds before starting the real work.

### Apple Genius Training Student Workbook manual leaks ...

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. One of the basic tenets taught to the employees in training is that "Everyone in the Apple Store is in the business of selling".

### Genius Bar - Wikipedia

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, 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

Gizmodo published a portion of Apple's "Genius Training Student Workbook," which sheds light on how to walk, talk, and behave like the perfect Apple Genius. Authors can take notes from Apple's Genius Training Manual and put them into practice when promoting their work. According to the Gizmodo article "How To Be a Genius: This Is Apple's Secret Employee Training Manual" by Sam Biddle, "Selling is a science, summed up with five cute letters: (A)pproach, (P)robe, (P)resent, (L) ...

### Apple Genius Manual - WestWind Communications

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 ...

Apple's confidential employee training manual has been revealed to the masses. The latest Genius Training Student Workbook for Apple sales staff landed in the hands of Gizmodo, which shared its...

### Apple's Secret Employee Training Manual Revealed

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 ...

According to Gizmodo Senior Staff Writer, Sam Biddle, "We read Apple's secret Genius training manual from cover to cover. It's a penetrating look inside Apple: psychological mastery, banned words....

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

Jamie McKane 10 December 2018 Apple's "Genius" technical support employees base their interactions with customers around the Genius Training Student Workbook, which focuses on the use empathetic...

### The forbidden words Apple employees aren't allowed to say

This is the talk page for discussing improvements to the Genius Training Student Workbook redirect. This is not a forum for general discussion of the article's subject.: Put new text under old text. Click here to start a new topic. ... WikiProject Apple Inc. (Rated Start-class, Mid-importance)

### Talk:Genius Training Student Workbook - Wikipedia

Apple 's Genius Bar techies are psychological ninjas, programmed to max out your credit card. At least, that was some people's reaction when Apple's 'Genius Training Student Workbook' was leaked...

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