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# Apple genius training manual pdf

We recently showed you how badly some of Apple's elite behave when no one is watching, but they've certainly been taught better, haven't they? You bet they are: Apple tells its new recruits exactly what to think and say. How do we know? We read Apple's secret genius training manual from cover to cover. The saying goes: Don't fuck with the person who serves your food, former Apple Genius tells me that more Read more It's a penetrating look at Apple: psychological mastery, forbidden words, role-playing games – you've never seen anything like it. The genius training workbook we received is the most up-to-date company we've been told and runs a strange range of Apple Dos and Doss, to specific words you're not allowed to use, and tutorials on how to identify and take advantage of human emotions. The guide can easily serve as a textbook for robot 101, but at Apple, it's a comprehensive guide to understanding customers and making them happy. Sales, it turns out, are in the back of good vibrations – almost all volume is devoted to empathy, comfort, cheering, and correcting various confrontations Genius Bar. The assumption seems that a happy customer is a customer who will buy things. And no matter how much the Apple Store comes out as some kind of smiling, computer-like commune, it's still a store above all - just one that puts a huge effort behind getting into your head. Bootcamp for GeniusesG /O Media can get commissionWaterless Water Flosser (Click to expand) Before you can not blue shirt and go to work with the official title of Genius every working day of your life, you need to complete a strict mode, complicated planned training program. For 14 days you will also go through programs such as Using Diagnostic Services, Component Isolation and Empathy Power. If one of these things doesn't sound like the other, you're right - and welcome to the very core of Apple Genius's training: a rotating alloy of technical skills and moods straight out of a self-help seminar. The point of this bootcamp is to load you with Genius actions and features listed conveniently on what and how list on page seven of the guide. What does Genius do? Train. How? It's a good one. He also takes ownership empathically, recommends convincingly and gets to respectfully. The basic idea here, despite all the verbal, is simple: Become strong while looking compassionate; while you seem passive and empathetic to the sale. No need to swear the words: This is psychological training. There is no doubt that the typical trip to the Apple store is on another echelon compared to the big box office torture; Apple's staff is a bar none of the most useful and knowledgeable of any major trade A key part of their work is they're just to make you happy. But you're not in the spa. You're in a store where things are bought and sold. Your happiness is just a means of cash, and the guide reminds interns of this: Everyone in the Apple store is in the sales business. Period.The Good Fight (Click to Expand) Although indoctrination is usually deep skin, Apple gives the new Geniuses a giant gulp of Kool-Aid right after the bat. Page 39 gives an overview of the Joy Sales Widget through the Genius Skills, Behavior and Values Checklist. The sale is a science summed up by five sweet letters: (A)pproach, (P)robe, (P)resten, (L)isten, (E)nd. In other words: Go to someone and make them open up to your computer desires, uncertainties, and needs; offer them a choice (for things to buy); listen to them; then seal the day in a way that makes him feel like the customer has come to this decision on his own. Management condemns pushing - that's a good thing - but it also preaches a form of sales work that's a little creepy: every Apple customer should feel empowered when really Genius pulls strings. At Apple-ez, this is placed in a series of maxims: We direct every interaction, We strive to inspire, Enrich their lives, We take a personal initiative to get better, which will make every rookie feel like they have just been signed by a US peacekeeping force, not a shop in the mall. Empathy (Click to Expand) The term empathy is repeated ad nauseum in the Genius guide. This is the sine qua non retailer in the Apple Store, encouraging Geniuses to walk a mile in someone else's shoes, assuming the mile ends with a credit card punch machine. No, the book insists in bold Sympathy, which is the ability to feel sorry for someone. Geniuses are directly told not to apologize in a way that someone will call direct. If someone goes into a wailing because their hard drive is fried, you won't get immediate consolation. Don't apologize for the business (or) technology, manual commands. Instead, he regrets that the person expresses emotions. A little carousel of mind: Sorry to feel frustrated or too bad about the soda incident, the book suggests. It's, of course, equivalent to telling your girlfriend I'm sorry you feel that way during a fight instead of just apologizing for what you did.The alternative to admitting that it just sucks when an Apple TV is bricks or phone smashed, Geniuses are taught to use Three Fs: Feel, Felt, and Found. when the customer has got it wrong or has bad information. For example:Customer: This Mac is too expensive. I can see how you're going to feel. I felt the price was a little high, but I found it was real value because of all the built-in software and capabilities. (Accent manoeuvre is brilliant. Genius has switched places with the client. He is she and she is him, and maybe this laptop is not too expensive after all. He found out he wasn't, at least. Then, on the next page, the guide presents 20 role-playing scenarios for each intern and partner to work with the three FAIs. Fun.Human Creatures 101 (Click to Expand) Page 45 of the guide may have been a good load to send with a deep probe, as this would help anyone who is not familiar with our species understand the Smile is depicted through Nonverbal Gestures. Neatly broken into the Positive and Negative column and then again by categories, someone without any social calibration can easily learn that an empty look is a sign of boredom, and smilingly shows openness. Using the chair back as a shield is a sign of defensiveness, as well as locked ankles and clenched fists. Some make a little less sense: boring sound is equated to confidence, unbuttoning coats also means openness, rubbing the nose is gifted for suspicion or persity. Tip: If you're dealing with a rookie in the Apple Store, don't put your hand on your hips or look away as you'll come out as aggressive and suspicious. Things that are not allowed to say (Click to expand) Negativity is the mortal sin of genius. Dissent is forbidden, as is the lituring of the normal human tendencies outlined on page 80, which contradict the power of empathy: comfort, compassion, sympathy, and taking the blame are all verbal. Correcting a confused or confused customer should be done with the phrase that Apple says brings you out of the middle of the problem, and also makes the truth look like something that just arrived in line. For example, on page 82:Client: The operating system is not supported. Genius: You'd think it wasn't. It turns out to be supported in this version. It's really just a modern, Apple judo version of the customer is always right. But then there's a list of words that just aren't allowed on page 30. The guide explains that AppleCare's legal advice has set out these conditions that should be avoided when discussing product issues with customers. Your computer crashed? No, he stops answering. Never say catastrophe. What if some Apple software has a glitch? Wrong: there is a problem, a condition, or just a situation. Do not eliminate a problem – you reduce it. No Apple products are hot - at most they are warm. The secret has been revealed. The confidential training guide for Apple employees has been revealed to the masses. Genius's latest sales training workbook for Apple landed in the hands of Gizmodo, which shared its looted sums on Tuesday. It should be noted, however, that nowhere in history has Gizmodo mentioned Apple, confirming that the After all, it's a convincing reading. The Book employees of basic human behavior, and helps them treat customers - all in the name of selling. Everyone in the Apple store is in the sales business, the guidance states explicitly. The sale is summarized in the abbreviation APPLE, which means approach, probe, present, listening and end. Employees are encouraged to show empathy - a recurring theme throughout the tone. They even go through empathy exercises that play possible customer situations. The workbook set out guiding principles, deepening and restoring relationships and enriching their lives. Employees are trained for positive and negative human emotions. For uninitiated people, they show disappointment by making fist-like gestures and boredom, giving an empty view. Conversely, the rub shows anticipation, and an unbuttoned coat indicates cooperation. In Apple's eyes, negativity isn't, so the workbook outlines a section that prohibits staff from using words like bomb and crash, but instead replaces them with unexpectedly giving up or stopping. This emphasis on positivity refers to relationships between employees who are encouraged to give fearless feedback rather than openly criticising each other. Each Apple Genius must attend a 14-day bootcamp that assigns programs as diverse as Using Diagnostic Services and the Power of Empathy. What do you think of management? Let us know in the comments below. Under.

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