

# CUSTOMER SERVICE & SALES PROFESSIONALS



If you want to build skills in **SERVICE OR SALES** these programmes are for you.

Customer Service and sales roles are arguably the most important in any business as they are the people clients see first. Let us teach you how to be a customer service or sales professional.

## LEARN YOUR WAY

These programmes can be delivered as a blend of one-on-one coaching and classroom or online workshops.

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## PROFESSIONAL CUSTOMER SERVICE

- Defining the customer experience
- How consumers make decisions and which buttons to push
- Audit how your service shapes up to your ideal
- Take stock of everything that says 'welcome'
- Using your communication tools
- Stimulating dialogue with smart questions and active listening
- Speaking customer-driven language
- Responding to complaints
- Wrapping up and following up

*"This was a fantastic workshop! Excellent information – just the right amount. It provoked some fresh thinking and I'll definitely use it with my team!"*

## PROFESSIONAL SALES REPRESENTATIVE

- Answer these three questions:
  1. Why should I do business with you?
  2. What do you have that I want?
  3. Why should I take this leap of faith?
- Your annual plan: targets, farming, hunting
- Two key skills: how to speak and to listen
- Always being of value
- Language to influence
- Questions to progress the sale
- Asking for the sale
- Wrapping up and following up
- Self management – looking and feeling the part

*"This was an incredibly eye opening and practical training course!"*

*The difference between ordinary and extraordinary is often just that little word 'extra'. – Bear Grylls*

*B*more *B*better *B*inspired