

## **MANAGEMENT SKILLS WORKSHOP – COURSE INFORMATION**

(We conduct Company In-House and Public Workshops. E-mail us for more info)

### **SELLING THROUGH CUSTOMER SERVICE**

#### **DESCRIPTION:**

Total customer satisfaction is an approach that begins with an attitude of the mind. This attitude towards customers can spell success or failure for your organization.

With these activities you can get people to really enjoy selling even if they don't think it's part of their job. All too often, customer-facing staff fail to make that vital link between their skills and increased sales. This WORKSHOP shows them how to do it.

Whether your customer services staff work face-to-face or over the telephone, you can enhance performance by focusing on ways to help the customer want to buy. The activities in this workshop are practical and involve participants by focusing on real customer contacts.

#### **OBJECTIVES:** As a participant, You will...

- Discover how excellent customer service leads to better sales
- Recognize the Importance of Customer Service
- Outline the Elements of Quality Customer Service
- Overcome Communication Barriers
- Be aware of how to put a "smile" in your voice
- Know how to make clients feel welcomed and important
- Handle Difficult situations / customers' complaints confidently
- Develop excellent interpersonal skills
- Project a Positive Image of YOURSELF and the organization, through the customer service function



#### **Learning applications include:**

rapport building  
dealing with objections  
understanding the buying process  
initiating sales conversations  
looking for opportunities to sell  
making outbound calls  
taking inbound calls



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## **CONTENTS:**

### **1: Preparing to sell**

Knowing all our USPs (unique sales propositions) so they can be applied to customer needs.

### **2: Six steps to selling**

The six-step sales process and how to follow it to make selling effective and easy.

### **3: How customers buy**

The five steps customers go through in their own minds in order to make a buying decision. Knowing the steps and helping customers to follow them.

### **4: Initiating a sales conversation**

The first few seconds and what to say to customers to ensure the buying experience gets off to a good start.

### **5: When customers object**

The eight main reasons customers raise objections. What they tell you about a customer's thoughts. How this reflects participants' selling ability.

### **6: The seven best ways to deal with objections**

Seeing objections for what they are. Dealing with them so the sale stays on track and the relationship stays intact.

### **7: Getting customers ready to buy**

The seven most effective closing and confirming techniques to encourage customers to buy.

TURN PEOPLE PROBLEMS INTO WIN-WIN PROFITABLE SITUATIONS

**WHO SHOULD ATTEND:** All front line and back-room support / accounts / admin  
Staff who must realize why "Good Customer Service" is important and how it affects the company's profits, including. Team-Leaders, Supervisors, Executives, Managers, Senior Executives

**METHODOLOGY:** Seminar, Case Studies, Group Discussions and Role Play    **PREQUISITES:** None.



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**LENGTH:** 1 day **MATERIAL PROVIDED:** Participant Guide, Practical Exercises, Other Assessment