

**Singapore (Head Office):**

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**Branches:**

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**Lao:** Unit 21, Sisungvone Village, Saysettha Dist, Vientiane

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**Cambodia:** #54, Street 63 Daun Penh, Phnom Penh, Cambodia

# 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 its part of their job.

All too often, customer-facing staff fails 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.



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## **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: Selling and customer care**

The link between sales and service, the customer care loop, windows of sales Opportunity.

### **2: Effective customer care demands a positive sales attitude**

Customers buy products, staff attitudes and service level. How do you measure up?

### **3: Preparing to sell**

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

### **4: Who buys what, and why?**

Selling to existing customers, the benefits on offer, looking for new sales opportunities.

### **5: Working with customer personalities**

The four major customer personalities and how to work with them to encourage them to buy.

### **6: Six steps to selling**

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

### **7: Won't sell, can't sell**

Changing sales-resistant participants into sales-motivated participants

### **8: Triggers and customer needs**

How to look for and recognise the 'triggers' in customers' lives that make them open to what's on offer.

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## **9: 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.

## **10: 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.

## **11: Customer resistance**

What is it about the 'store' and the people in it that makes customers resistant to buying? What to do to minimise the resistance.

## **12: 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.

## **13: 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.

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

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

## **15: How to refer a customer to an expert colleague**

The real reason we have 'experts'. How to pass customers to a colleague so that the customer stays positive, the sale is enhanced and teamwork is improved.

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## **16: Selling and the telephone**

The importance of the telephone as a customer care and sales tool. Basic telephone techniques to encourage positive customer decisions.

## **17: The incoming call**

How to maximize the likelihood of converting an incoming telephone call into an order.

The six-step telephone technique.

## **18: The outgoing call**

Seven steps to selling more over the telephone. Telesales techniques for everyone.

## **19: Measuring staff success**

Measuring what you do and how you do it in order to raise performance levels and so sell more product. An introduction to self-measurement and coaching.

# **TURN 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.

**LENGTH:** 2 days **MATERIAL PROVIDED:** Participant Guide, Practical Exercises, Other Assessment