

# Customer Service

## One Day Course

As Gandhi once said, “A customer is the most important visitor on our premises and he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.”

During this workshop we look at all the different types of customer service. It is a misunderstanding that only employees who have direct involvement with customers need these skills, such as a receptionist or a telesales marketer. Perhaps you are the company owner, in which case you would be serving customers and your staff.

### Learning Method

This course uses a combination of instructor-led presentation and hands-on practical exercises. Participants will have the opportunity to apply what they have learned in the classroom throughout the course.

### Who will benefit from this course?

This course is suitable for anyone wanting to improve their customer service skills.

### Pre-requisites

None

### Learning Outcomes

- Understand how your attitude affects customers
- Recognise how to identify and address the needs of your customers
- Understand how using excellent customer service can generate return business
- Learn how to build good will
- Provide customer service over the phone
- Understand how online tools can aid customer service
- Learn how to deal with difficult customers

### Related Courses

- Communicating with Influence - Sales
- Sales Fundamentals

### Our Approach

At Navitas Workforce Solutions (NWS), we have designed our courses to be challenging, exciting, relevant and interactive - a powerful combination of key motivators. Our trainers use creative activities to generate and maintain participation, helping to break down the learning barriers that many adults face. Our clients have found that our training programs offer an immediate benefit to participants through the delivery of practical skills and in the long term will expand their abilities and careers.

- Proven and effective high-impact, face to face interaction between our trainers and clients
- Friendly and relaxed atmosphere which is conducive to learning



# Modules - Customer Service

## Getting started

- Objectives for the workshop
- Internal customers

## Who we are & what we do

- Internal customers
- External customers
- What is customer service?

## Establishing your attitude

- Appearance counts!
- The power of a smile
- Staying energised
- Staying positive

## Identifying and addressing customer needs

- Understanding the customer's situation
- Thinking outside the box
- Meeting basic needs
- Going the extra mile

## Generating return business

- Following up
- Addressing complaints
- Turning difficult customers around

## In-person customer service

- Dealing with at-your-desk requests
- Using body language to your advantage

## Giving customer service over the phone

- The advantages and disadvantages of telephone communication
- Telephone etiquette
- Tips and tricks for providing customer service over the phone

## Providing electronic customer service

- The advantages and disadvantages of electronic communication
- Understanding netiquette
- Email etiquette: the do's and don'ts of email
- How to eliminate electronic ping pong

## Recovering difficult customers

- Stop the anger from escalating
- Establishing common ground
- Setting your limits
- Managing your own emotions

## Understanding when to escalate

- Dealing with verbally abusive customers
- Coping with insults
- Dealing with legal and physical threats

## Ten things that impress customers every time

- Ten tips to impress your customer



## Contact

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# Communicating with Influence - Sales

## Two Day Course

Sales professionals perform a variety of roles as part of their job; they are communicators, consultants, analysts, project managers, presenters, facilitators, negotiators and leaders. In order to achieve excellence in all these roles and meet sales targets, sales professionals must be able to communicate with influence.

### Learning Method

This course uses a combination of instructor-led presentation and hands-on practical exercises. Participants will have the opportunity to apply what they have learned in the classroom throughout the course.

### Who will benefit from this course?

This course is designed for individuals working in sales within any industry. Participants may be new to sales or wanting to enhance their existing skillset.

### Pre-requisites

None

### Program Benefits

- Cost effective training
- Greater career opportunities
- Increased job satisfaction
- Fun, effective and continual learning
- Flexible delivery methods

### Related Courses

- Presenting with Influence
- Business Writing for Professionals
- Customer Service Excellence
- Workplace Negotiation & Conflict Resolution
- Workload Management

### Our Approach

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- Proven and effective high-impact, face to face interaction between our trainers and clients
- Friendly and relaxed atmosphere which is conducive to learning
- Programs can be customised to our clients' unique specifications



# Modules - Communicating with Influence - Sales

## Manage Self

- Understand your emotional state
- Understand your own style

## Communication

- Use language to engage and influence
- Use stories and metaphor
- Explore non-verbal communication
- Create powerful introductions
- Listen with influence

## Sales Mapping

- Uncover your customer's problems
- Develop the customer's problems to where they appreciate the impact on their business
- Turn their problems into clearly stated needs
- Channel their needs so the customer is receptive to your solution
- Questioning techniques
- Match the features and benefits of your services to the customers needs
- Demonstrate your expertise in problem solving
- Establish your superiority over competition

## Presenting with Influence

- Learn how to develop key messages to ensure your presentation is memorable
- Use a world renowned structure which allows you to quickly and easily format your presentations
- Discuss the use of visual aids to ensure that they add to the presentation

## Close the Sale

- Monitor your potential customer for buying signals
- Propose what commitment you require to make your proposal work
- Identify, acknowledge and resolve objections
- Negotiate any differences

## Customer Relationship Management

- Exceed expectations by delivering more than you promise
- Build long term working relationships to handle differences that emerge
- Measure your customers' satisfaction
- Build goodwill to win referral business



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# Sales Fundamentals

## One Day Course

As a sales professional your role is key to the company as your position is the point-of-contact with the market. Everything depends on your ability to find and uncover needs – to solve customer problems – to transmit the right sales story and, in general, achieve the highest level of professionalism.

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. This workshop will give participants a basic sales process, plus some basic sales tools, that they can use to close the sale, no matter what the size of the sale.

### Learning Method

This course uses a combination of instructor-led presentation and hands-on practical exercises. Participants will have the opportunity to apply what they have learned in the classroom throughout the course.

### Who will benefit from this course?

This course is suitable for anybody wanting to develop or improve their sales skills.

### Pre-requisites

None

### Learning Outcomes

- Understand the language of sales
- Prepare for a sales opportunity
- Begin the discussion on the right foot
- Make an effective pitch
- Handle objections
- Seal the deal
- Follow up on sales
- Set sales goals
- Manage sales data
- Use a prospect board

### Related Courses

- Customer Service
- Presenting with Influence - Sales

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# Modules - Sales Fundamentals

## Getting started

- Workshop objectives

## Learn the lingo

- Types of sales
- More common sales approaches
- Glossary of common terms

## Preparing to make the call

- Identifying the right person to contact
- Research and planning
- Creating potential solutions

## Make the appointment

- First impressions
- Making the cold call
- Using the referral opening

## Pitch your product

- Features and benefits
- Outlining your unique selling proposition
- What's in it for me?

## Managing objections

- Common types of objections
- Basic strategies
- Advanced strategies

## Closing the sale

- Understanding buying signals
- Closing techniques
- Things to remember

## Following up

- Thank you notes
- Customer services issues
- Staying in touch

## Setting goals

- The importance of sales goals
- Setting SMART goals

## Managing your data

- Choosing a system that works for you
- Using computerised systems
- Using manual systems

## Using a prospect board

- The layout of a prospect board
- How to use the prospect board
- A day in the life of your board



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