



While many companies promise to deliver an incredible customer experience, some are better at delivering than others. This two-day course is designed around six critical elements of customer service that, when the company lives them, bring customers back to experience service that outdoes the competition.

CUSTOMER CENTRICITY SKILLS

What Will Students Learn?

- Demonstrate a customer service approach
- Understand how your own behaviour affects the behaviour of others
- Demonstrate confidence and skill as a problem solver
- Apply techniques to deal with difficult customers
- Make a choice to provide customer service

What Topics are Covered?

- What is customer service? Who are your customers?
- Meeting expectations
- Setting goals
- Communication skills and telephone techniques
- Dealing with difficult customers and people
- Dealing with challenges assertively
- Dealing with stress
- The first critical element: A customer service focus
- The second critical element: Defined in your organization
- The third critical element: Given life by employees
- The fourth critical element: Be a problem solver
- The fifth critical element: Measure it
- The sixth critical element: Reinforce it

TARGET AUDIENCE: All team members that deal with Customers in a Wholesale and Retail environment

Customer Care - NQF 3-27/SP- 13409

258156 – Build Customer Relations in a W&R unit - 10 credits

243806 - Deal with Customers in a retail business – 8 credits

258155 – Explain the factors that impact on the bottom line of a W&R unit – 10 credits

Approved by W&RSETA

TARGET AUDIENCE: Team members that are decision makers in leading Customer Centricity across all sectors

CRITICAL ELEMENTS OF CUSTOMER SERVICE

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BUILDING RELATIONSHIPS FOR SUCCESS IN SALES

No one questions that making friends is a good thing. In this one-day workshop, you are going to discover that the business of business is making friends, and the business of all sales professionals is making friends and building relationships. Strategic friendships will make or break any business, no matter how big and no matter what kind of market.

What Will Students Learn?

- ✓ Discover the benefits of developing a support network of connections.
- ✓ Understand how building relationships can help you develop your business base.
- ✓ Learn how to apply communication techniques to build your network.
- ✓ The key elements in strong working relationships, and how to put more of these elements in working relationships.
- ✓ Recognize key interpersonal skills and practice using them.

What Topics are Covered?

- ✓ Focusing on your customer
- ✓ What influences people in forming relationships?
- ✓ Disclosure
- ✓ How to win friends and influence people
- ✓ Communication skills for relationship selling
- ✓ Non-verbal messages
- ✓ Managing the mingling
- ✓ The handshake
- ✓ Small talk and networking

DYNAMITE SALES PRESENTATIONS

A great sales presentation does not demand that you have all the bells and whistles to impress the client with your technical skills. Rather, try impressing your clients with your knowledge of the products and services you sell and your understanding of their problems and the solutions they need. This one-day workshop will show you how to create a winning proposal and how to turn it into a dynamite sales presentation.

What Will Students Learn?

- ✓ Identify the key elements of a quality proposal
- ✓ Perfect your first impression, including your dress and your handshake
- ✓ Feel more comfortable and professional in face-to-face presentations
- ✓ Write a winning proposal
- ✓ Feel more comfortable and professional in face-to-face presentations

What Topics are Covered?

- ✓ Getting down to business
- ✓ Writing your proposal
- ✓ Getting thoughts on paper
- ✓ Proposal formats
- ✓ Expert editing tips
- ✓ The handshake
- ✓ Getting ready for your presentation
- ✓ Elements of a successful presentation
- ✓ Dressing appropriately
- ✓ Presentations

OVERCOMING OBJECTIONS TO NAIL THE SALE

If you are like most sales professionals, you are always looking for ways to overcome customer objections and close the sale. This one-day course will help you to work through objections effectively. We will help you plan and prepare for objections so that you can address customer concerns, reduce the number of objections you encounter, and improve your averages at closing sales.

What Will Students Learn?

- ✓ Steps that they can take to build credibility.
- ✓ How to identify the objections that they encounter most frequently.
- ✓ How to develop appropriate responses when prospective buyers throw a curveball.
- ✓ Ways to disarm objections with proven rebuttals that get the sale back on track.
- ✓ How to recognize when a prospect is ready to buy.
- ✓ How working with their sales team can help them succeed.

What Topics are Covered?

- ✓ Building credibility
- ✓ Your competition
- ✓ Critical communication and observation skills
- ✓ Handling customer complaints
- ✓ Overcoming and handling objections
- ✓ Pricing issues
- ✓ How can teamwork help me?
- ✓ Buying signals
- ✓ Closing the sale

NEGOTIATING FOR RESULTS

Negotiating is about resolving differences. People who can master the process of negotiation find they can save time and money, develop a higher degree of satisfaction with outcomes at home and at work, and earn greater respect in their communities when they understand how to negotiate well.

Negotiating is a fundamental fact of life. Whether you are working on a project or fulfilling support duties, this workshop will provide you with a basic comfort level to negotiate in any situation. This interactive workshop includes techniques to promote effective communication and gives you techniques for turning face-to-face confrontation into side-by-side problem solving.

What Will Students Learn?

Understand how often we all negotiate and the benefits of good negotiation skills.
Recognize the importance of preparing for the negotiation process, regardless of the circumstances.
Identify the various negotiation styles and their advantages and disadvantages.
Develop strategies for dealing with tough or unfair tactics.
Gain skill in developing alternatives and recognizing options.
Understand basic negotiation principles, including BATNA, WATNA, WAP, and the ZOPA.

What Topics are Covered?

What is negotiation?
The successful negotiator
Preparing for negotiation
Making the right impression
Getting off to a good start
Exchanging information
The bargaining stage
Reaching mutual gain and moving beyond "no"
Dealing with negative emotions
Moving from bargaining to closing
Solution types

SELLING SMARTER

It's no secret that the sales industry continues to change and evolve rapidly. This is an exciting and dynamic profession, although it is often underrated and misunderstood. The back-slapping, high pressure, joke-telling sales person has disappeared. In his place is a new generation of sales professionals: highly trained and well groomed, with the characteristics of honesty, trustworthiness, and competence. This one-day workshop will help you learn how to be one of those smart sales professionals!

What Will Students Learn?

- ✓ How to explain and apply concepts of customer focused selling
- ✓ How to use goal-setting techniques as a way to focus on what they want to accomplish and develop strategies for getting there
- ✓ How to apply success techniques to get the most out of work
- ✓ Productivity techniques to maximize their use of time.
- ✓ Ways to find new clients and network effectively

What Topics are Covered?

- ✓ Selling skills
- ✓ The sales cycle
- ✓ Framing success
- ✓ Setting goals with SPIRIT
- ✓ The path to efficiency
- ✓ Customer service
- ✓ Selling more
- ✓ Ten major mistakes
- ✓ Finding new clients
- ✓ Selling price

TELEMARKETING

Virtually everybody in sales today sells over the phone at least part of the time. Perhaps it is time for you to evaluate how you use the telephone and where it fits into your sales and marketing mix. This one-day workshop will show you how the telephone can supplement, enhance, and sometimes replace other means of marketing and selling, and how this personal approach can dramatically increase your sales success. We will also talk about how to hone your communication skills, your ability to persuade, and techniques to personalize each sales call.

What Will Students Learn?

- ✓ Build trust and respect with customers and colleagues.
- ✓ Warm up your sales approach to improve success with cold calling.
- ✓ Identify ways to make a positive impression.
- ✓ Identify negotiation strategies that will make you a stronger seller.
- ✓ Create a script to maximize your efficiency on the phone.
- ✓ Learn what to say and what to ask to create interest, handle objections, and close the sale.

What Topics are Covered?

- ✓ Verbal communication
- ✓ To serve and delight
- ✓ Exceptional things about telephone sales
- ✓ Building trust
- ✓ Negotiation primer
- ✓ Communication essentials
- ✓ Developing your script
- ✓ Pre-call planning
- ✓ Phone tag and call backs
- ✓ Following up and closing the sale

PROSPECTING FOR LEADS LIKE A PRO

Prospecting is one of the keys to your sales success. Keeping your pipeline full ensures that you will continue to attract new business, and so your success today is a result of the prospecting you did six months ago. In this one-day workshop, you will become skilled at prospecting and learn the 80/20 rule. After this course, you will know who to target and how to target them and commit to do some prospecting every day through warming up cold calls, following up on leads, or networking. You will also build your personal prospecting plan and learn how to ensure your future by planting seeds daily.

What Will Students Learn?

- ✓ The importance of expanding your client base through effective prospecting.
- ✓ How to use a prospecting system to make you more successful.
- ✓ How to identify target markets and target companies with the 80/20 rule in mind.
- ✓ How to develop and practice networking skills at every opportunity.
- ✓ How to develop, refine, and execute the art of cold calling.

What Topics are Covered?

- ✓ Targeting your market
- ✓ The prospect dashboard
- ✓ Setting goals
- ✓ Why is prospecting important?
- ✓ Networking
- ✓ Public speaking
- ✓ Trade shows
- ✓ Regaining lost accounts
- ✓ Warming up cold calls
- ✓ The 80/20 rule