

## Customer Service Training

Give your employees a proven needs-satisfaction selling process. The training uses language and context appropriate for those who often feel that they're not really salespeople. They'll help your company save money by solving problems better and faster and make money by cross-selling and up-selling.

### Healing the Customer Relationship

Serving customers who are frustrated or angry is a challenge for both new and experienced service providers. Working with a customer who has had a bad experience demands extraordinary patience and tact.

Participants will learn to:

- Identify things that set off customers.
- Use four guidelines for effectively restoring customer trust and confidence.
- Manage their own reactions to emotional statements made by customers.
- Use several defusing techniques with customers who are angry or upset.

### Guiding Customer Conversations

A service provider must be prepared to handle a wide range of customer interactions: simple and complex, clear and confusing, informational and emotional. This module provides a universal approach to managing any customer interaction with confidence.

Participants will learn:

- Four common parts of a service conversation.
- Gaining customer confidence and cooperation from the start.
- Questions to ask to find out what customers need.
- Refocusing discussions when they get off track.
- How to focus on the positive when presenting information to customers.

### Expanding Customer Relationships

This module is designed for anyone whose role includes expanding customer relationships by selling additional needed products and services. (Participants must complete *Guiding Customer Conversations* as a prerequisite.)

Participants will be able to:

- Listen for clues to uncover additional customer needs and determine if the organization has products or services to meet those needs.
- Transition the conversation to learn more about additional needs.
- Reply with information that helps customers make decisions, links features and shows benefits to customers.
- Resolve concerns when a customer doubts or misunderstands the capabilities of your product.

Audience:	Leaders at all levels
Length:	4 Hours for each module
Format:	A highly interactive classroom learning featuring practical skills applications, small group exercises and videos.
Class size:	9 to 16 participants