

## Achieve Global Customer Service Workshop

This workshop provides your employees with a proven needs satisfaction selling process. The training uses language and context appropriate for those who often feel that they're not really salespeople. The skills help organizations to both save money by solving problems better and faster, and to make money through 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 be able to:

- Identify things that set customers off.
- State four guidelines for effectively restoring customer trust and confidence.
- Manage their own personal 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 service providers can use to manage any customer interaction with confidence.

Participants will be able to:

- Describe four common parts of a service conversation.
- Show how to gain customer confidence and cooperation from the start.
- Use questions to learn what customers need.
- Gently refocus discussions when they get off track.
- Present information to customers with a focus on the positive.

### Expanding Customer Relationships

This module is designed for anyone in the organization whose role includes expanding customer relationships by selling additional needed products and services.

(Participants must complete *Guiding Customer Conversations*® as a pre-requisite.) 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, linking features and benefits to customer needs.
- Resolve concerns that surface 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



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