

Customer Service & Sales

The following is an example of a Customer Service and Sales programme within a call centre environment. For more information, or to discuss a bespoke course, please don't hesitate to contact us.

Specific Exercises	Learning Outcomes: The learner will:
Introduction and Objectives	Clearly understand what is expected throughout the training, with an emphasis placed on creating concise objectives that will be re-visited throughout the course.
Listening Skills	Practise and develop basic listening skills with particular attention paid to the potential implications and outcomes of making assumptions.
Defining Excellent Customer Service	<p>Gain an insight into the factors that make up the full spectrum of customer service as each participant perceives it.</p> <p>Have pre-conceived ideas of what constitutes a 'salesperson' challenged.</p> <p>Work towards defining what it is that makes their company stand out from other competitors.</p>
Lucky You! A look at optimism	<p>Complete an in-depth questionnaire and assess own 'explanatory style' to help explain current levels of success, happiness or otherwise within the job role.</p> <p>Learn key differences between interpretations of events and how and why these affect outcomes to such a large extent.</p> <p>Understand what steps are necessary to both avoid pessimistic attitudes and how to use optimistic behaviours to enhance performance at work.</p>

Customer Service & Sales (cont.)

Specific Exercises	Learning Outcomes: The learner will:
How do others see me? (including 'the words we use' and a 'practice in positivity')	Develop and practise language based skills to create a positive and 'can do' image.
Styles of Persuasion	Know the difference between the 'push and pull' styles of questioning techniques and when each style is relevant.
T ypes of Questions	Study and then complete exercises to test understanding and knowledge retention of what kinds of questions achieve specific aims in the sales environment.
Brochure or Salesperson?	Gain practical help in understanding the full implications of the job role as it relates to how we communicate to customers about the products we offer.
Features versus Benefits	Complete company specific scenario based exercises to determine the differences between the features.