

SALES FOR NON SALES PEOPLE

Duration: ½ Day | Course Code: CONSULTS



COURSE AIMS:

This workshop has been designed to help people from a Customer Service or non-sales background to become more commercial in engaging clients, learning how to retain them as well as demonstrate a 'hunger' to do business. The event is highly interactive, memorable and fun. All we ask is that participants bring with them an open mind and enjoy yourself.

COURSE PRE-REQUISITES:

This programme is for you if you want to dramatically improve your engagement and relationships with your clients and customers. We will be looking to build upon existing customer service and call handling skills to deliver a 'world class' customer experience. Working collaboratively with clients and customers we will help participants build rapport quickly with customers, organise themselves effectively and deal with customer expectations positively.

COURSE OBJECTIVES:

On completion of this course participants will be able to:

- Build on existing customer service skills
- Develop participants' understanding of the control they have over how a client feels, the decisions they make and to push back assertively
- Develop skills for creating rapport, empathy and enhanced client engagement
- To quickly identify the client's needs, wants and 'signals'
- To use 'above the line' language and phraseology to improve the customer experience and manage expectations
- Develop questioning skills that provide depth and breadth to our understanding
- How to create 'advocacy' with your clients
- Understand the need for a winning 'exit'
- Create future actions to embed the learning and make a difference

COURSE CONTENT:

Objectives and Expectations

- Welcome and setting the scene
- Expectations of participants
- Icebreaker to create the right learning environment

How we Communicate and Influence the Customer

- The factors used to communicate effectively
- How we can use these over the telephone
- The language we use and how impactful it can be
- Using 'above the line' language

Finding out what the Client Really Needs

- Developing our questioning skills to bring depth and knowledge to our connection
- Dramatically improving our listening skills, and to listen for 'signals'

Taking Responsibility

- Moving things on positively
- Exceeding expectations
- Creating a great customer experience

Building Engagement and Rapport

- The difference between engagement and rapport
- The Relationship Triangle
- How to build rapport quickly

Providing a Winning Exit and Exceeding Expectations

- Look for opportunities to exceed expectations
- Ensure the last impression is a great impression

For more information
Call: **0800 101 7101**
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