

Achieving sales through service



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Creating a great Customer Experience is at the heart of effective selling. This 2-day workshop explores all aspects of the Customer Experience, understanding that harnessing the 'Human Element' is crucial to success. Getting this right leads to increased sales and revenue, a decrease in complaints and improves our ability to surprise and delight the customer every time.

BENEFITS TO YOUR BUSINESS

- Improves overall quality and consistency of the Customer Experience across the contact centre.
- Harnessing the skills of Emotional Intelligence leads to more effective customer relationships and improved business performance.
- Tuning in to customers more effectively and anticipating and meeting their needs increases customer loyalty to the brand.
- The delivery of a high quality, individualised Customer Experience leads to increased sales and revenue.

WHO SHOULD ATTEND?

This course will be of benefit to employees who are customer facing and in particular all those who have the ability to create selling opportunities within their customer interactions.

LEARNING OUTCOMES

By the end of the workshop you will be able to:

- Apply a 'benchmark' to your current customer interactions using objective standards and identify opportunities to maximise sales and service opportunities.
- Harness your Emotional Intelligence to increase empathy and rapport building skills, creating more successful interactions with each customer.
- Apply an enhanced communication style, more tailored to each customer, to create a more proactive, flexible and successful selling environment.
- Increase awareness and development of your personal image during interactions with the customer and appreciate the professional and personal benefits of this skill.



Welcome and objectives for the workshop

An introduction to BPA; benchmarking, monitoring and training. Here participants will explore current challenges as we create a shared focus for delivery of the desired outcomes for the Workshop.

Applying a benchmark

An interactive exercise which focuses on the level of service currently offered by us and our competitors with the opportunity for delegates to monitor and assess current performance.

The need for objective standards and measures

Here we deepen our understanding of the need to be measuring performance objectively. Through interactive scenario-based exercises we bring new objectivity to the perception of Customer Service. Creating our own standards against an ideal Customer Experience.

Harnessing our Emotional Intelligence

Here we assess and examine our Emotional Intelligence, raising our self-awareness, and how we then relate to our Customer, increasing our rapport building and empathy skills.

Communication styles and preferences

Exploring the communication styles and personality preferences of ourselves and our customers and how we can harness these insights to maximise the Customer Experience.

Enhanced listening and effective questioning

Learning how to hone our listening and questioning skills to a deeper level will help us align with our customers to anticipate and meet their needs on a consistent basis.

Developing a positive Image

We explore specific factors that govern others' image of us, both as an individual and as an organisation. Understand the importance of body language over the phone, the words we use and the way we use them.

Effective persuasion

We examine how we can identify truly great negotiators and persuaders. A look at 'Styles of Persuasion' and how we harness this to make the most of selling through service opportunities.

The difference between features and benefits

Exploring how we can differentiate between the two concepts of features and benefits when anticipating and aligning products and services to meet customer needs. Examining how we then create 'willingness to buy' opportunities that increase sales and revenue.

Action planning

Collating our ideas and concepts to increase sales through service, we will create a group action plan to take back to the workplace. Identifying participants' personal goals for development we will consider how each team member can contribute to overall targets by identifying and meeting customer needs and delivering a great Customer Experience.

