



Sales and Customer Service Training Module Options – 2-hour sessions

A Customer Service

1.	Introduction to Service Excellence	What is customer service and why is it so important to my business?
2.	Managing Customer Expectations	Learn to understand the customer, the way he thinks and what is important to him.
3.	Attitude is Everything	A great attitude is crucial for anyone who deals with customers on a regular basis. How do you stay positive when customers can be so difficult?
4.	Service Excellence - Truth and coffee stains	What are the moments of truth and the coffee stains that shape the customer's experience and how do we capitalize on them? Moments of
5.	Perceptions –	Perception is reality' and we need to learn how to manage the perceptions of the customer.
6.	Becoming a People's Person	You cannot be in the service industry if you don't value and care about people. People skills can be learnt.
7.	Building Customer Loyalty	What creates a loyal customer? Price alone doesn't create loyalty. Find out how you can create customers who become your fans for life.
8.	Communicating with the Customer	Understanding the communication process and developing a good speaking and listening style
9.	Asking Good Questions	Knowing how to use questioning techniques effectively in communicating with a client. How to use open, closed, probing and leading questions.
10.	Non-Verbal Communication	Understanding the power of non-verbal communication. The impact of your behaviour and learning to read the clients non-verbal behaviour.
11.	Dealing with Difficult Customers	What are the seven steps to customer problem solving?
12.	Secrets of Superior Service	A summary of the most important principles that drive the success of working with customers.
13.	The Process driven Organisation	In the 21st Century the customer owns your business. We have to change from being a Task-driven to a Process-driven organisation.
14.	Frontline skills – Reception standards	The impression created by Front Line personnel has a lasting positive or negative impact on clients. Learn how to create a positive first impression in your reception area.
15.	Telephone skills	Presenting a professional image, not just in person, but on the phone, is crucial to a positive client experience. Find out tips that will enable them to feel informed and valued.
16.	Frontline skills – Your Image	The face, and voice, of your company is created by the frontline staff who deal with your clients on a day to day basis. How to develop the right image to enhance your company image.
17.	Customer Satisfaction –	Effective listening to the complete voice of the customer is a foundational capability for customer-centric maturity. How to effectively gather and act on feedback from your customer.
18.	Great Service Excellence Stories	Who is providing great service? What are they doing and how is it impacting their business? B Sales actively.

19	Sales in a Digital World	While the sales cycle has transformed into a buying process led by customers, find out about the many simple things a salesperson can do to remain an expert in the new world of digital information
20.	Sales - Slowly Winning the Game	No matter how much up to date and polished your sales skills are you could still miss your goal if you're not mentally up to the task. Find out the 3 ways to win at the mental game of sales.
21.	Conversational Sales	Almost all sales involve conversations with potential buyers. Sales is conversations. Find out the essentials of selling to create a natural, conversational approach to customer interactions.
22.	Sales Goalsetting – Executing and Implementing	Find out how to develop a well-defined sales strategy that provides a clear framework and process for your sales team.
23.	Qualities of a Professional Sales Person	Find out what characteristics a true salesperson has that they use consistently to succeed in making those important sales.
24.	Sales Planning and Prioritising	Opportunity prioritization is a big-time determinant of a sales team or rep's success. Find out how to most efficiently invest their time: which opportunities to go after, where the best prospects are, how far to keep it up and when to move on.
25.	Telephone Selling Techniques	Telephone cold calls inspire fear. Few tools are more effective and necessary for generating sales and sales appointments than the good old telephone. Find out the tips and skills that will help you succeed at making cold calls.
26.	What is Your Unique Selling Point	Stop getting lost in the crowd. Find out the steps you can take to determine your unique selling point. (USP)
27.	Sales and the Importance of Relationships	Aggressively focusing on closing sales, instead of meeting the needs of customers, results in short term relationships and dissatisfied customers. Find out how Relationship selling makes the seller more of a consultant and problem solver for the buyer, as opposed to a traditional seller.
28.	Sales in 2020	In the Age of the Customer, we're seeing a huge shift in the way selling is being done. Sales teams need to find and adapt new ways of winning deals. Today's most successful sales organizations are the ones that understand — and can quickly adapt to — these new sales trends.
29.	Innovative Selling	Innovative Selling is an approach that takes concepts of innovative thinking and applies them to the sales process. Find out how to not just sell the product, but a whole new way of thinking.
30.	Closing the Sale Closing a sale is an art form.	It's the culmination of hours, days, weeks, months or even years of effort. Follow these tips to close sales effectively.