

Win the Business, Wow the Customer

Sales, Marketing & Customer Care



In-Class



8 hours



EGP 2,680

Course Description:

Participants will learn to prioritize client needs, build meaningful relationships, and create value through effective communication and understanding of customer psychology. The course combines theoretical frameworks with practical exercises to empower customer service professionals to enhance their performance and client satisfaction.

Target Audience:

Account managers, customer service representatives, & anyone involved in client-facing roles.

Course Objectives:

By the end of the course, participants will be able to:

- Identify and fulfill basic customer needs to enhance satisfaction & commit to going the extra mile in service delivery to exceed customer expectations.
- Assess the unique challenges & opportunities presented by each model request in addition to differentiating between the advantages and disadvantages of each one.
- Implement effective follow-up strategies to maintain customer relationships and employ techniques to turn difficult customers into satisfied ones.

Course Outline:

Module 1: Who We Are and What We Do?

- Who Are Customers? (internal/external)
- What is Customer Service?
- Who Are Customer Service Providers?
- Appearance Counts!
- The Power of a Smile
- Staying Energized
- Staying Positive
- Understanding the Customer's Problem
- Staying Outside the Box
- Meeting Basic Needs
- Going the Extra Mile

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Module 2: Customer Service In-Person, Over the Phone & Electronical

- Dealing with At-Your-Desk Requests
- The Advantages and Disadvantages of In-Person Communication
- Using Body Language to Your Advantage
- The Advantages and Disadvantages of Telephone Communication
- Telephone Etiquette
- The Advantages and Disadvantages of Electronic Communication
- Understanding Netiquette
- Tips and Tricks

Module 3: Generating Return Business & Recovering Difficult Customers

- Following Up
- Addressing Complaints
- Turning Difficult Customers Around
- De-Escalating Anger
- Establishing Common Ground
- Setting Your Limits
- Managing Your Own Emotions

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

0.6 CEUs

Course Language:

English

Prerequisites:

None