260-P25-CE

In-Class

8 hours

Course Description:
This course is designed to empower customer service and sales professionals with the tools and confidence needed to excel in their roles. Participants will learn to identify and cater to customers' wants and needs and use different strategies to enhance their relationship with their customers. With a focus on flexibility and inspiration in communication, learners will emerge as adept communicators capable of delivering exceptional customer care with energy and commitment.

Target Audience:
This course is intended for individuals across all levels of customer service and sales roles. Whether you're a frontline customer service representative or a seasoned sales professional, we aim to sharpen your skills in customer interactions and elevate your performance while dealing with customers

Course Objectives:
- Identify customers' wants and needs.
- Implement different methods to enhance customer loyalty
- Use effective customer rapport-building strategies for service excellence.
- Manage customer complaints effectively

Course Outline

Module 1: Customers' Needs and Wants
- Customer Needs
- Customer Wants
- Winning customers' hearts

Module 2: Customer Loyalty
- Defining a lifetime customer
- 7 Reasons to Develop Lifetime Customers
- Loyalty drivers
- Losing a customer
- The cost of losing a customer
- Methods of collecting customer feedback

Module 3: Building a Rapport with Customers
- Characteristics of high-performing service providers
- Strategies for building rapport
- Sharpen your rapport

Module 4: Techniques for Handling Customer Complaints
- Complaint
- Hot buttons and forbidden words
- Seven Techniques for Defusing Customer Complaints
- Disengaging, Face saving out, Not Taking the Bait, and Offering choices/empowering customers

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

Upon Successful Completion of this Course, participants will obtain:
0.6 CEUs

Course Language:
English.

Prerequisites:
None.