

Path to Loyalty: Engaging Clients with Confidence

Sales, Marketing & Customer Care



9015



In-Class



8 hours

Course Description:

Customer Engagement is designed to provide participants with the essential skills and strategies to build strong, lasting connections with clients. In today's competitive market, effective customer engagement is key to fostering loyalty, boosting satisfaction, and driving business growth. This course will cover core principles of customer engagement, proven communication techniques, and practical tools to enhance client relationships and ensure sustained success.

Target Audience:

This course is ideal for customer service representatives, sales professionals, marketing teams, and anyone involved in client interactions looking to improve their engagement strategies.

Course Objectives:

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

- Develop comprehensive knowledge of products & services to effectively communicate their value and differentiate between various customer types to tailor strategies accordingly.
- Learn to match specific benefits to different customer profiles for enhanced satisfaction.
- Explore key drivers of customer loyalty & how to leverage them for retention.
- Learn methods to turn negative experiences into positive outcomes, reinforcing customer relationships.

Course Outline:

Module 1: Know your Stuff & your Customer

- Know the products and services you sell inside out.
- Knowing your market and competition
- Buyer types we deal with
- Find out your own personality/buyer type.

Module 2: Matching Customer Needs

- Features, advantages, and benefits
- The right benefit to the right customer
- Identifying the customer's decision criteria

Module 3: This Thing Called Loyalty

- Defining a lifetime customer
- 7 Reasons to Develop Lifetime Customers
- Loyalty drivers
- What Drives True Loyalty
- Plus, one's
- Lifetime value of customers
- Why customers leave

Module 4: Customer Service Best Practice Techniques

- Service Recovery Strategies
- Managing Angry Customers and Strong Emotions
- Guiding Customer Actions and Directions
- Handling Customer Arguments
- Responding to Customer Issues
- Addressing Customer Displeasure
- Turning Negatives into Positives
- Correcting Misinformation
- Admitting Mistakes
- Responding to Discount Requests
- Dealing with Customer Threats

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 Material
Bilingual Explanation

Prerequisites:

N/A