

Servicing4Success: Servicing to Sell



Increase sales while providing service excellence to your customers

What You Will Learn

- Learn how to drive revenue through customer service
- Understand the steps in the iSpeak customer service process
- Learn how one negative experience can tarnish a company's image
- Improve the sales skills of your customer service support staff
- Study communication factors to build rapport and persuade your customer
- Master the characteristics of good listeners and implement techniques for active listening
- Learn techniques for dealing with difficult and challenging customers
- Learn how to deliver bad news to your customer
- Utilize questions to identify your customer's needs
- Study techniques for cross-selling and up-selling a customer
- Participate in group discussions based on your service experience
- Incorporate Responsive C.A.R.E. when interacting with customers
- Practice handling objections and closing techniques

Who Should Attend

- Customer Service Personnel
- Sales Professionals
- Support and Help Desk Personnel
- Anyone who interacts with a customer over the phone

Course Duration

- 14 hours



Providing customer service used to be seen as a means to keep current customers happy. With the expansion of the service industries, customer service has taken on a much more significant role. The better equipped the service personnel, the better they will be able to support the sales efforts of the organization. In Servicing to Sell, students will learn how to effectively question to understand, enhance their listening skills, overcome objections, ask thought provoking questions and communicate effectively. Increase your sales, WOW customers and provide the highest standards of service excellence to your customers.

Course Outline

- **Foundation of Customer Service**
 - Levels of Customer Service
 - What Customers Want
 - Internal Customer Service
 - Understanding your Selling Style
 - iSpeak Customer Service Model
 - Buyer and Seller Process
- **Greeting your Customer**
 - First Impressions
 - Moments of Truth
 - Establishing and Building Rapport
 - Communication over the Phone and in Person
 - Phone Etiquette
- **Communication Skills**
 - Communication Factors
 - Using Persuasive Words
 - Remembering Names
 - Positive Service and Sales Words
 - Email Etiquette
 - Using your Voice
 - Phone Communication Tips
 - Effectively using your Body Language
- **Listening to your Customer**
 - Types of Listening
 - The cost of Poor Listening
 - Characteristics of Good Listeners
 - Developing Active Listening Skills
 - Communication Filters
- **Questioning your Customer**
 - Questioning to Diagnose
 - Types of Questions
 - Identifying your Customer's Needs
 - Identifying the Customer's Decision Criteria
 - The iSpeak Questioning Process
 - Follow-up Questions
 - Answering Difficult Questions
- **Responding to your Customer**
 - Responsive C.A.R.E.
 - Identifying Challenging Customers
 - Defusing Challenging Customers
 - Handling Objections
 - Bridging and Transitioning
- **Resolving your Customer's Issues**
 - Taking Ownership
 - Negotiating in Customer Service
 - Cross-Selling and Up-selling
 - Closing Techniques
 - Appreciating Customers
 - Customer Follow-up
- **Implement to Improve**
 - Continuous Self Improvement
 - Satori Moments
 - Customer Service Commitments
 - 21-day Habits
 - Customer Service Resources
 - Customer Service Tools

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