

Workshops 1 day | Price: £219 + VAT

CUSTOMER SERVICE: BUILDING EFFECTIVE CUSTOMER RELATIONSHIPS

Overview of course

This course, aimed at anyone with a client-facing role, helps build customer relationships by focusing on key customer service skills such as enhanced listening, adapting style to suit the interaction, how to give effective advice on a product or service, whilst also looking at the skills needed to up-sell and cross-sell.

Who is it for?

This course is aimed at any customer-facing staff - not necessarily traditional sales people - but also account managers or individuals who visit or call clients in order to advise on and promote products, events or services.

What will you learn?

You will learn a combination of skills from enhanced communication, improved customer service, conversational selling to effective persuading and influencing.

Course Content

- Using NLP and emotional intelligence skills to enhance customer interactions
- Building a better focus on your customers so that you know how they interact with your organisation and how you can improve and increase their interactions with you
- Adopting the 'Connect-Enquire-Engage' to upserve your customers
- Practicing enhanced listening and questioning skills
- The 6 principles of persuasion
- Overcoming objections
- Highlighting Features and Benefits
- The 'Close'

You may also be interested in:

- [Managing Customers' Expectations and Handling Dissatisfaction](#)
- [Introduction to Emotional Intelligence](#)

Get more for your money with our Learning Passport. Find out more [here](#)

COURSES

This course is also available in house.

BENEFITS OF THE COURSE

By the end of this course you will:

...know how to listen and communicate more effectively with your customer, in order to build a stronger relationship.