

Sales and Customer Service

Fact track your sales abilities with this one day program (or break it down into bite sizes chunks over a few days).

Summary: Understand the fundamentals of sales and customer service. Know about your intent, how to form trust, how to be the leader. Understand what customer service excellence looks like.

The course covers:

- **Exploration**
- **Telephone Skills**
- **Listening**
- **Objections**
- **Customer Service Skills**

SALES 101

- Know what it means to sell.
- The basics in knowing how to get more business.
- How to enjoy selling and understand the philosophy behind what's happening between two people.
- How do we build trust? Professionalism?
- What are the essential ingredients to sell and to sell more?
- How do you need to set yourself up for success?
- How should you prepare yourself (physically and mentally)

ESSENTIALS TO SALES

- What are the essential ingredients to sell and to sell more?
- How do you need to set yourself up for success?
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QUESTIONS

- Questions are the key to selling.
- Learn questions which will get your customer talking.

TELEPHONE SKILLS

- Learn to master telephone sales. Know everything from preparation through to what to say and how to say it.

HOW TO THINK COMMERCIALLY EVERY TIME

- Your job in sales is to generate growth.
- How to acquire commercial smarts and start recognising opportunities.

CUSTOMER SERVICE EXCELLENCE

- Philosophy of sales
- Communication
- Understand the importance of Language
- Empathy & rapport
- Difficult customers, complaint and conflict resolution

- **5 core topics on how to drive growth**
- **Over 80 lessons**
- **Over 300 minutes of video**
- **Worksheets, checklists and printables**
- **12 week membership**