

## FROM SERVICE TO SALES

<b>Customer Service Unit Standard</b>	<b>114974/7789/119676/7175/243118/252262</b>
<b>Selling Skills Unit Standard</b>	<b>7254/7359/119676</b>
<b>NQF</b>	<b>Level 4 - 5</b>
<b>Credits</b>	<b>Varied</b>
<b>Duration</b>	<b>1 Day</b>
<b>Organisational Development Area</b>	<b>Staff responsible for Building Customer (Internal or external) Relationships</b>

### SYNOPSIS

"The more you engage with customers the clearer things become and the easier it is to determine what you should be doing". John Russell

The importance of customers cannot be underestimated. However, the importance of understanding your personality is equally important as well. When you know who you are, you can understand the customer more, thus providing them with the service and information that they deserve. The secret to delivering supreme service levels requires extensive self knowledge in order to anticipate and manage ones own behaviour, anticipate the behaviour of your diverse customer and respond in a manner that exceeds a customer's expectations. If you are like most sales professionals you are always looking for ways to overcome customer objections and close the sale.

You only have one chance at impressing a customer during your interaction with them. You may be lucky enough to recover from previous service mistakes but this does not happen often enough because customers in South Africa can simply find the same or better service with your competition.

This unique intervention allows you to "wear" a customer service hat when dealing with customers on the telephone or via e-mail. We have selected the most critical skills needed in order to deliver supreme customer service. The activities selected for this intervention allow the learner to transcend a wide range of barriers in business, such as personality problems, stress, difficult customers and many more. Supreme customer service increases customer loyalty and builds a positive self-esteem!

The "Service to Sales" intervention also deals with the strategic management of your workspace, and your product knowledge in order to minimise stress and increase effectiveness and efficiency. The course is practically based and each theoretical principle is comprehensively implemented through a number of carefully constructed practical activities. These activities are rolled out consistently throughout the course, which insures that the delegate is receiving the correct "how to" procedure that is concretised and solidified in the course and in the workplace.

As a pre assignment, in preparation for this practical based course, the delegates would be asked to create a case study including a sales call that explains the product process. This would include the up and cross selling concepts required by agents on a daily basis.

Blazing Moon prides itself in its powerful feedback concept not only during the course but at consolidatory level as well. This is done through a follow up workshop (recommended 6-8 weeks after training completion) where the delegates are encouraged to share their new experiences and received feedback from the facilitator.

Delegates will leave our course with the necessary tools to implement within the workplace.

## **ONE DAY COURSE OUTLINE**

- Understanding different personalities:
  - Getting to know yourself via an assessment personality questionnaire.
  - Getting to know your customer:
    - The seven personality types of clients and how to win them over;
    - Identifying who your customer is;
    - Understanding personality traits.
  
- Outlining and Creating your perfect Sales Process Plan (Cross and Up Selling):
  - Understanding visual mapping.
  - Creating a visual map of your products:
    - Pre assignment case study.
  - Implementing visual mapping to assist you in Sales.
  
- Communicating the right answers and articulating the right options:
  - How to ask the correct questions (customer needs analysis);
  - Persuasive communication techniques;
  - Knowing which questions to ask:
    - Laddering technique;
    - Empathetic questions.
  - Understanding, probing and assessing the customer needs with listening and questioning skills.
  
- How to minimise stress by prioritising:
  - Assertiveness techniques;
  - Personality resilience and neutrality;
  - Understanding your fears and understanding the client concerns;
  - Changing bad into good stress.

## **COURSE OUTCOMES**

Upon successful completion of this course learners will be able to:

- Define personality, time management, stress management according the latest service models and behaviours;
- Describe your customer in a comprehensive manner in order to respond to your customer's unique needs and style, (including but not limited to customer culture, personality type, and situational needs.)
- Follow proven service processes for telephonic and e-mail (if appropriate) opportunities and adapt these to different customer types;
- Develop appropriate responses when prospective buyers throw you a curve;
- Disarm objections with proven rebuttals that get the sale back on track by using assertiveness techniques;
- Enact supreme service skills used during customer service processes in order to impress a wide range of customer types, (including but not limited to attitude, questioning, listening, responding and closing);
- Understanding the concept of time management to minimise stressful situations;
- Recognise the importance of problem solving and creativity in giving customers what they want and then delighting them.
- Identify the steps you can take to build your credibility;
- Identify those objections that you encounter most frequently;
- Recognise when a prospect is ready to buy;
- Be prepared to present options available and be willing to negotiate.