

CUSTOMER SERVICE & EFFECTIVE SELLING SKILLS

Customer Service Unit Standard	114974/7789/119676/7175/243118/252262
Selling Skills Unit Standard	7254/7359/119676
NQF	Level 4 - 5
Credits	Varied
Duration	3 Days
Organisational Development Area	Staff responsible for Building Customer (Internal or external) Relationships

SYNOPSIS

The first two days of this course will focus on Customer Service. Your customer is the very reason that you are in business or that you have a job. The importance of customers cannot be underestimated. 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 face-to-face, on the telephone or via e-mail. 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.

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, poor leadership, inferior product and many more. Supreme customer service increases customer loyalty and builds a positive self-esteem!

Day three of this course will focus on selling skills. If you are like most sales professionals you are always looking for ways to overcome customer objections and close the sale. This 1 day course will help you plan, prepare and execute proposals and presentations that address customer concerns, reduce the number of objections you encounter and improve your batting average at closing the sale.