

Customer Service & Sales Essentials

Course Content

This course focuses on maximising sales through identifying customer needs, and communicating effectively with customers. Participants will gain a greater understanding of fundamental sales techniques as well as strategies to enhance the customer experience.

This session provides a holistic approach to exceeding customer expectations in a service environment.

Learning Outcomes

Participants will develop a greater understanding of customer behaviours through the use of listening techniques and phrases to better connect with & understand their customers.

Through identifying and understanding where the sale is, you will learn how to keep the momentum moving forward and create:

- Introduction to the sales Process
- Customer experience/perceptions
- Communicating with different styles
- Building the relationship
- Understanding customer needs
- Handling objections

- Closing the Sale
- Overcoming objections
- Product knowledge and features and benefits

Who should attend?

This course is designed for anyone working in a service environment where you are presenting and selling products or services.

Delivery Information

Duration: 3 hours
Location: State-wide

Investment

\$ 250 TCCI member
\$ 375 non-member

More Information?

Call 1300 559 122 today to discuss your training needs including on-site or customised delivery, or email training@tcci.com.au