

Duration

1.5 days

Suitable For

Anyone who has direct contact with customers

Objectives

By the end of the course delegates will be able to :

- Understand their own motivational values using the SDI model (self awareness)
- Identify the motivational values of others and adapt their service delivery and communication style to create rapport (emotional intelligence)
- Deal more confidently with complaints and difficult customers
- Understand what constitutes good and bad service to different types of people, and be able to deliver it.
- Understand how to compensate for the loss of body language when on the telephone by using tone and pitch of voice and positive language.
- Use empathic listening and reflect back information to the customer to show you understand their needs
- Use a variety of questioning techniques to obtain information
- Structure and control a telephone call or face to face conversation to bring it to a satisfactory conclusion for the customer within a reasonable time.
- Optional ; Introduce opportunities to customers and open up leads for up-selling



Course content

- SDI Emotional Intelligence (Half day)
- Identifying your customers
- Defining excellent service
- Questioning Techniques
- Empathic Listening
- Tone, pitch and positive language
- Controlling a conversation
- Managing Expectations
- Dealing with difficult customers
- Call / conversation structure