



**INCREASE YOUR
BUSINESS AT
WORKSHOP 4**

**"STRENGTHENING CUSTOMER
SERVICE"**

The day will be spent taking you through the main skills and techniques of EXCELLENCE IN CUSTOMER SERVICE & developing a POSITIVE ATTITUDE TOWARDS SUPPORTING YOUR CUSTOMER BASE, including the vital areas of:



- ◆ **listening skills**
- ◆ **building rapport**
- ◆ **psychology of words**
- ◆ **attitude, attitude, attitude**
- ◆ **dealing with complaints**
- ◆ **up-selling, cross-selling, switch-selling**
- ◆ **features and benefits**
- ◆ **overcoming objections**
- ◆ **maximising the order**
- ◆ **identifying personality traits**
- ◆ **adapting your style for success**

This Workshop is designed to help individuals who want to:

- ◆ **achieve excellence and renown for customer service**
- ◆ **adopt a more pro-active, concentrated sales campaign**
- ◆ **increase the effectiveness of their marketing activities and telephone skills**
- ◆ **increase the competence and competitiveness of their sales staff**
- ◆ **decrease the sales cycle and increase sales revenue**

Now, for the first time, you can discover the simple steps to success on the telephone. How to control the retention of clients, dramatically increase business and maintain a positive and friendly attitude while meeting the needs of your company and your customer.

*This Workshop will show you how to take control of new business development, bring new opportunities to your company and make **every** customer experience with your company a positive one.*

Join us for the Workshop and use the best training possible in this vital field to increase your business.

What do you want to achieve today?