



Course Outline

Sales and Customer Care Skills Series

This outline is intended as a guide to the possible content of a course.

In practice, our courses are tailored to meet the requirements of our clients.

Customer Service Skills

Overview

Good customer service is essential to the survival and prosperity of any organisation/service provider. Delivering *'exceptional customer service'* however can set you apart from your competitors, encourage repeat & referral business and help to establish a long term rapport with your customers.

Delivering *'exceptional customer service'* is not about following a pre-determined list of tasks or reading extracts from pre-prepared scripts, it's a way of life.

This highly practical course is suitable for individuals in a customer-facing role who are seeking to develop skills in the pursuit of delivering *'exceptional customer service'*.

Outcomes

By the end of this course, you will be able to:

- explain why the delivery of *'exceptional customer service'* is so important to your organisation
- identify the essential elements of effective communication and begin to apply them when communicating face to face and on the telephone
- state the importance of *'listening to understand'*
- recognise the importance of building and maintaining rapport with your customers.

To support the achievement of the above, you will have the opportunity to practise and develop your practical skills using a number of small group, paired and individual exercises. You will also be encouraged to develop a *personal action plan* to support your continued learning back in the workplace.

Duration

1 day

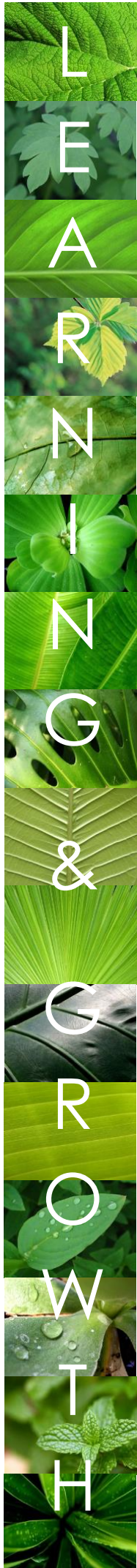
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Key Areas Covered

- The **DOs** and **DON'Ts** of delivering 'exceptional customer service'.
- Who are your customers?
- Identifying the roles of a service provider.
- Considering a service.
- Experiences of good and bad customer service.
- Why is '*exceptional customer service*' so important?
- The ladder of loyalty.
- The impact of an advocate.
- Seeing the world through your customers' eyes.
- Customer perception and expectation.
- The impact of your 'interpersonal skills' on the quality of the service you provide to your customers - the importance of *body language, tone* and *words*.
- Developing your listening skills.
- Developing your questioning skills.
- Building and maintaining rapport with your customers.
- Communication filters.
- Customer choice.
- Complaint handling/service recovery.
- Successful telephone techniques.

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