

Customer Service Energizer

Developing telephone sales skills



Providing excellent customer service is critical to business success and this is where telephone representatives play a key role. They represent a major opportunity to improve business efficiency and increase sales. But all too often they are merely taking orders and not creating sales.

The Customer Service Energizer is a short, interactive workshop designed to motivate people who deliver customer service over the telephone and to develop their skills. It will improve the enthusiasm, proficiency and effectiveness of your team – leading to higher customer satisfaction and more business.

- Customer service – what it means and why it is important.
- Listening skills
- Questioning skills
- Understanding customer needs
- Vocal qualities
- Communication skills
- What not to say
- Handling bad news
- Handling difficult customers
- How to accentuate the positive
- Closing the order
- Upselling – increasing the value of the order

The Customer Service Energizer is interactive and fun. People learn by trying out different styles, techniques, methods and roles. The course helps people to discover more effective ways to do their job in a friendly, constructive fashion using skilled and helpful facilitators. The course is typically run off-site and lasts half a day or a full day depending on the content you choose.

If customer service is important to your organization then this short course offers significant benefits and a fast payback.

The workshop is run by Paul Sloane, author of *The Leader's Guide to Lateral Thinking Skills* and many other books and articles on sales, leadership and innovation. He is a renowned speaker and course facilitator.

This is what Tony Haddon, Sales Director of the Brick Business, said after his customer service team participated in a Customer Service Energizer:

'We achieved what we set out to achieve in terms of identifying ways to improve customer service. It was enjoyable and great fun. But we also got a valuable action list for the company and the individuals.'



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