



CUSTOMER SERVICE SUPPORT

Measurable and improved results through skills transfer, practical application and ongoing development.

Program Outline

Over the life of your product your customer will see more of your Support and Service personnel than they will of your sales representatives. These people are the ones, who can pave the way for future sales without the customer perceiving any pressure to buy.

This programme improves interpersonal and customer handling skills by concentrating on personal presentation, approach techniques, effective communication, explaining benefits and outcomes, satisfying concerns and recognising buying signals.

Especially suitable for service technicians, engineers, software support personnel and others visiting customers.

Participant Benefits

An effective way of delighting customers and building future sales through:

- Improving interpersonal and customer handling skills
- Recognising the critical part Service and Support personnel play in the company's total value offering
- Building an attitude of wanting to delight, not just serve the customer
- Focussing on the customer rather than the product
- Handling irate/angry customers for mutual benefit
- Building positive relationships for future sales

Program Content

Module 1: The Service Attitude

The way a customer is treated after the sale will determine the reputation of the company. Customers will associate the product's worth with the after-sales service and support they receive. So critical in determining repeat business.

- Moments of truth
- Attitude, the all-important ingredient
- Creating the right image
- Developing customer empathy
- From product focus to customer delight
- Steps in the service call

Module 2: Approaching the Customer

The first 30 seconds of the service call can be decisive in determining customer attitude and allowing you to effectively service your customers.

- Establishing what the customer wants from you
- Utilising the client-centred approach
- Building and developing trust
- Action versus reaction
- Creating a favourable impression
- Gaining attention and maintaining interest

Module 3: Effective Communication

Effective communication is the purposeful and successful transfer of meaning. By comprehending the process of communication we can more efficiently receive and transfer meaning and so reduce stress, both of ourselves and our customers.

- The communication process
- Barriers to effective communication
- Determining what message to send
- The 3 levels of listening
- Improving your listening skills
- Questioning and when to ask the right one
- Communicating on the customer's level

Module 4: Explaining the Benefits

Customers do not buy our services because they want them, they want what our services can do for them. Many Customer Service personnel explain the process involved in rectifying a problem without explaining the end result. Consequently, they are seen only as “problems fixers”, not “solution satisfiers”.

- Explaining the benefits to satisfy the customer’s needs
- Why the customer uses our support services
- Fitting your product and service to the customer’s needs
- Making your support services interesting
- Gaining confidence in my services and self

Module 5: Satisfying Customer Concerns

Our customers, naturally have concerns when our products and service do not perform to their expectations. It is these broken expectations that cause people to become agitated and react to the situation because their needs have not been met.

- Defusing the situation
- Reducing stress for yourself and the customer
- Discovering the types of concerns
- Guidelines for successfully handling the customer

Module 6: Recognising Buying Signals

Customer service and support personnel may not perceive it is their job to directly sell their company’s products. The customer will however perceive them as part of the total service that the company offers. Progressive organisations will constantly encourage their personnel and customers to take an interest in product offerings to stimulate sales. No future sales, no need for Customer Service and Support personnel.

- Establishing whose responsibility it is to sell
- Being alert through listening
- Generating interest
- Recognising and handling buying signals
- Obtaining a commitment
- Generating sales leads
- Follow-up

Module 7: Handling Irate Customers

Not all customers will be happy, whatever the level of service and support we give. Some customers expect equipment never to fail or our response should be immediate and yet not have to pay for such support. Complaints will occur and the sooner we resolve the situation the better will be the relationship with the customer.

- Understanding why customers become angry
- Ways to defuse an unfavourable situation
- Getting to the cause of the anger
- The team approach to resolving the concern
- Guidelines to successfully handling the customer
- Leaving the customer satisfied

Mobile: +61 (0)418 101 202
Web: www.3x5x7.com
Email: gerald@3x5x7.com
Facebook: facebook.com/3X5X7
Twitter: twitter.com/3x5x7

