

# Customer Care and Commercial Awareness



This course is designed to highlight effective and efficient customer care for front line staff. The course will provide delegates with techniques for providing impressive customer service, handling complaints and difficult situations, as well as illustrating how to avoid common pitfalls and mistakes. Delegates will be supported to further develop a commercial mindset based on attitudes and people interactions; whilst understanding their role and potential impact on all elements of the sales process. They will be able to build stronger and beneficial relationships with your customers based on both 'loyalty and satisfaction'.

## Course Outline:

### Understanding your customers' perspective

- Appreciating your customers' business concepts and opinions
- Understanding the buying cycle
- Aligning yourself with your customers and their business needs

### The commercial perspective

- Identifying the total value of your services
- Understanding your customer's decision making process
- Developing further business potential
- Building Added Value beyond the Product
- Understanding competitive advantage
- When does differentiation have value?
- Reinforcing commercial messages during all customer interactions

### Improving personal credibility from the customer's point of view

- Understanding the key components of creating a first impression
- Building credibility by asking effective questions
- How you adapt your style to win the customer's confidence
- Recognising buying signals
- Positioning yourself as the expert
- Understanding the barriers and blockages to effective listening

### Managing expectations assertively

- Ensuring appropriate communication for problem escalation
- Define passive, aggressive and assertive behaviour
- Which one are you?  
Models of assertive communication
- Strategies for resolving differences
- Recognising nonverbal cues and their impact
- How to make positives out of difficult situations
- Dealing with delicate situations and difficult people

## Duration

1 day

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