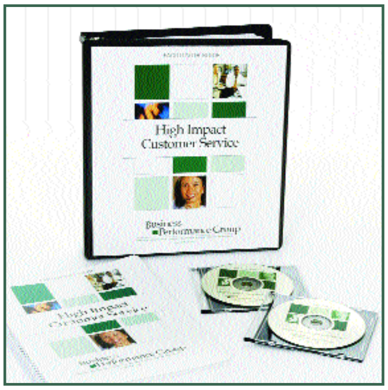
FACILITATOR-LED COURSE

# High-Impact Customer Service

A high-intensity one-day skill-building course for customer service representatives, service technicians and customer technical workers who want to increase customer satisfaction, customer loyalty, and sales.



**Program Length:**
1-Day Session

**Who Should Attend:**
Any employee who interfaces with customers—Customer Service Representatives, Service Technicians and Technical Support Personnel. This course is also valuable for managers and supervisors of these functions.

**Course Materials:**
- Facilitator Guide (includes one complete copy of the Participant Guide)
- Participant Guide
- Training Materials CD-ROM with Microsoft“ PowerPoint“ presentation
- CD-ROM with 45-minutes of audio facilitator information
- Wall Chart

**To Order, Call Toll Free 1-888-331-7446**

Your best customer just called looking for a solution to their problem. Who did they talk to first? Your customer service staff? Your service technicians? A member of your technical support team? These are all people who truly want to help your customers, but what happens when the solution your customer needs requires selling additional products or services? Do you lose an opportunity, or maybe even a customer, simply because your front line staff doesn’t know how to fulfill the customer's need? Or because they don't like the idea of “selling”?

Customer service representatives, service technicians and technical support personnel are in an ideal position to sell. They deal with your customers daily and their main purpose is to help solve customer problems. So, what holds them back? Many front line personnel avoid selling because they believe selling means trying to persuade someone to do something they don't want to do. The ***High-Impact Customer Service*** course shows them how to help your customers buy, while increasing satisfaction and loyalty.

**In the *High-Impact Customer Service* course you will learn:**

1. Why a simple conversation with the customer works better than a scripted sales presentation.
2. Why brief stories are the best way to tell your customer about the benefits of your product or service and to establish credibility and trust.
3. How to use these stories to position your product or service as the solution to your customer's problem or opportunity.
4. A step-by-step process the customer service representative must do every day to give extraordinary customer service.
5. What questions to ask to discover the benefits the customer wants.
6. How to discover objections early in the process and how to respond effectively to them.
7. Why the customer's needs come first in the ***High-Impact Customer Service*** model.
8. How and when to close the sale, and getting a commitment from the customer.

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8345 University Boulevard | Suite C | Des Moines, Iowa 50325 | Toll Free 866-440-5970 | Fax 515-440-4727 | www.BPGrp.com

| Course Agenda | Participant Exercise Discussion |
|---|---|
| Welcome to High-Impact Customer Service | • Discuss how you see your role in the sales process<br>• Share likes and dislikes about sales<br>• Discuss the secrets of good customer service<br>• Differentiate between persuasion-based selling and the High-Impact Customer Service Model |

## High-Impact Customer Service Step 1: Preparing for the Call

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| Cross-Selling and Up-Selling | • Develop cross-selling and up-selling qualification questions<br>• Create a product/cross-sell/up-sell matrix<br>• Discuss why cross-selling and up-selling are good customer service practices |
| Features - Functions - Benefits | • Discuss the differences between features, functions and benefits<br>• Identify feature, function, and benefit statements |
| Business Problems and Opportunities | • Identify business problems or opportunities for your product or service<br>• Create a Features-Functions-Benefits Matrix for one product/service you offer |
| Reference Stories | • Identify the six components of a reference story<br>• Develop a customized reference story on a specific product/service |
| Identifying and Managing Key Customer Information | • Discuss strategies for managing key customer information |

## High-Impact Customer Service Step 2: Receiving the Call

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| A Customer-driven Process | • Discuss sales situations which are "customer driven"<br>• Explore the customer-drivers in your organization |
| Techniques for Receiving the Call | • Identify the three key components of the call opening<br>• Share examples of great call openings<br>• Discuss simple and complex selling situations |

| Course Agenda | Participant Exercise Discussion |
|---|---|

## High-Impact Customer Service Step 2: Receiving the Call

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|---|---|
| Probing for Active Needs | • Discuss the steps for probing for active needs of the customer |
| Open- and Closed-Ended Questions | • Complete the Open- and Close-Ended Questions Activity |

## High-Impact Customer Service Step 3: Communicating the Solution

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| Presenting Your Product or Service | • Review your customer's decision making process<br>• Identify strategies for presenting your product/service as a solution to your potential customers' needs<br>• Review trial close examples<br>• Complete the "Presentation" Skill Builder<br>• Perform a presentation role play exercise<br>• Complete the "Elements of Product Risk" Skill Builder |

## High-Impact Customer Service Step 4: Overcoming Objections

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| Types of Objections | • Identify common objections and write responses to each<br>• Learn the four types of objections<br>• Discuss the ACT model as a way to respond to common objections<br>• Complete the "Open and Closing Objections and Dealing with Your Common Objections" Skill Builder |

## High-Impact Customer Service Step 5: Closing the Sale

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| Determine When Buyers Are Ready to Close | • Learn when buyers are ready to close |
| Closing Process | • Complete the "Closing Process" Skill Builder<br>• Perform a closing role play |
| Verifying Customer Commitment | • Develop ways to verify customer commitment to your product/service |
| Call to Action | • Review key training points<br>• Write 3 action items you can implement immediately |

## Course Facilitation

Facilitators play an important role in the ***High-Impact Customer Service*** course by leading participants through a series of lectures, exercises and group discussions. The comprehensive Facilitator Guide is divided into three key sections, making it easy for the facilitator to prepare for and deliver the course.

## Facilitator Guide Content:

**Section One: Pre-Session Materials**

This section contains information to aid in the preparation and planning for the training session. It includes:

- An overview of ***High-Impact Customer Service***
- Thoughts on how to determine the participants' learning needs
- Possible session agendas
- Checklist of items to complete before the training session
- Pre-session e-mail for participants and their managers

**Section Two: Conducting Your Session**

This section contains materials to aid in the delivery of the training session. Each learning objective is outlined in detail. A time table is included as well as tips on what can be done to be better prepared. Additionally, copies of PowerPoint® slides from the session are included to make the presentation easier to facilitate. The materials have been designed with a "Notes" section on the right-hand side of each page, allowing the facilitator to add his or her personal thoughts and ideas to the presentation.

**Section Three: Participant Materials**

A complete copy of the Participant Guide is included with the Facilitator Guide. The facilitator may use this copy to add notes and answers that will help in facilitating a smooth training session.

## Participant Guide:

Designed as a resource booklet for sales representatives and arranged in workbook format, the Participant Guide is intended to facilitate interaction during the workshop and to serve as an on-going resource.

## Training Materials CD-ROM:

- Printable files of the overheads
- A "Certificate of Learning" template
- Microsoft® PowerPoint® presentation
- Reproducible masters

## Audio CD-ROM:

The audio CD-ROM includes a 45-minute presentation to introduce you to the core concepts included in this workshop.

## *High-Impact Sales* Wall Chart

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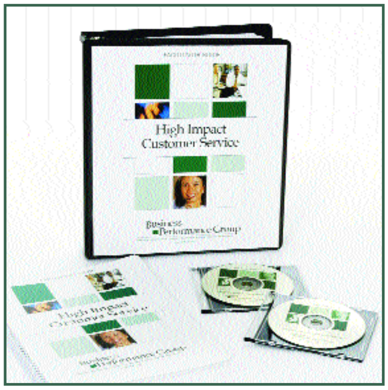



## Participant Learning Objectives

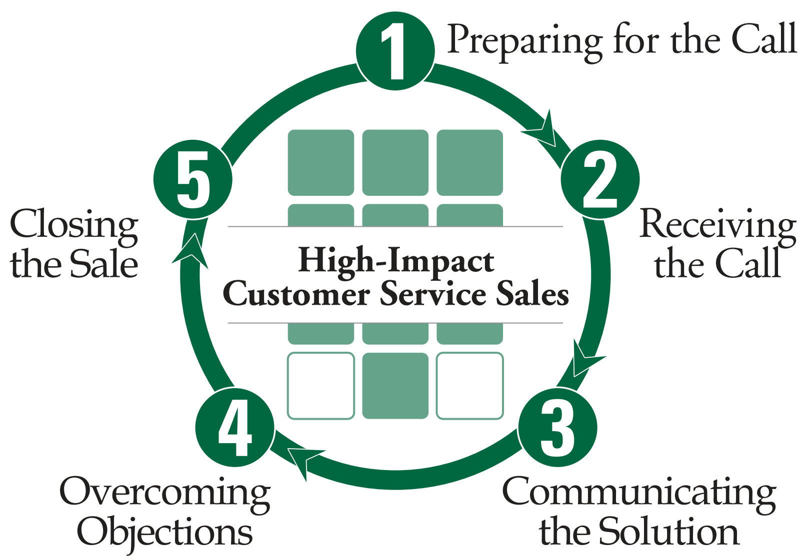
***High-Impact Customer Service*** is based on the understanding that everybody in the organization sells. It dispels the misunderstanding that selling is about persuading the customer to do something they don't want to do. Instead, ***High-Impact Customer Service*** shows your frontline employees that helping the customer find the best solution is good customer service.

This course will show your employees how to prepare for the customer's call, uncover customer needs, communicate your product or service as the solution and close the sale.

**What Participants Will Learn:**

- To understand and use the High-Impact Customer Service model.
- To see your products or services from the customer's point of view.
- To probe for the active needs of the customer.
- To position your product or service as the solution to your customer's problem or opportunity.
- To ask for and close the sale.
- To collect and keep key customer information current.

### 5-Step High-Impact Customer Service Model




**Pricing:**

**Complete Course**
$695

**Participant Guide**
$29/each

On-site Facilitation and Public Courses are available; please call
**1-866-440-5970**
for more information.

**Other products in the High-Impact Series:**

- *High-Impact Telephone Sales*
- *High-Impact Field Sales*
- *Leading High-Impact Sales*
- *Selling Services in a Product World*

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