

## CUSTOMER FOCUS

---

Understanding what a customer wants and needs is key to providing memorable service. We need to have well honed questioning skills and be attentive listeners. Adapting to a variety of personalities is another skill that proves helpful. There is a whole cycle to service and you can't let the ball drop along the way or you'll have lost a lot of points. Building credibility with clients in terms of your knowledge, skills and intentions will go far. Learn how to deliver consistently excellent customer service.

### Learning Objectives:

- Identify the needs of the customer and how these vary over life
- Learn the four stages of a customer call
- Explore the methods to turn cross-selling opportunities into a sale
- Understand the different types of customers and how to deal with them
- Practice overcoming objections
- Learn how to be an active listener

### Who Should Attend:

People who provide service to customers and want to improve their skills and abilities

### How Will Participants Benefit:

- Improved service and happier customers
- Gain more information to build the customer pipeline of product solutions
- Build self-confidence when speaking to customers
- Understand own personal style and recognize that of their customers

### Delivery Method:

Lecture, exercises, role-play and discussion

**Duration:** One day