



GREAT sales talk – how to unlock sales through service

An interactive half-day, face-to-face workshop or 90-minute virtual session

Overview

Many people view sales and customer service as different skills and different roles. Whilst there are distinctions, simply dialling up the core GREAT customer service skills can lead to a value-add, solution-focused conversation with the customer. This session helps your customer service people to unlock sales opportunities in their interactions with customers.

How will it help?

This workshop will help your people to:

- Dial up curiosity – learning as much as they can about their customer and uncovering possible opportunities
- Truly own the customer's service query, earning the right to transition to a value-add conversation
- Link back to the customer's needs and confidently position a solution that is right for the customer

Who should attend?

Anyone in a customer-facing role who has attended the GREAT customer service workshop.

What happens in it?

A highly interactive and practical session, using real scenarios relevant to your people in their role. Your people will learn three key strategies that will help them to unlock sales and upsell opportunities through GREAT customer service.

How's it delivered?

Option 1 – Face-to-face

A half-day session for a group of up to 12. The session is approximately 3-hours and each participant will receive a printed take-away summarising the three strategies.

Option 2 – Virtual

A 90-minute session for a group of up to 12. The virtual option is just as interactive and each participant will receive a PDF take-away summarising the three strategies.

Any questions? Please just give us a call on **01582 463464 – we're here to help!**

Or visit www.thecustomerservicetrainingcompany.co.uk



Session outline

This is the overview for the half-day, face-to-face session. Timings are approximate and will flex depending on the needs of the group. Virtual delivery follows the same content and sequence but with different timings and excludes the *practise* section.

1 Welcome to GREAT sales talk (35 mins)

- What will you learn? Session overview and objectives
- *Activity: GREAT skills – which is the most important in sales?*
- A sales conversation is simply an extension of GREAT customer service

2 Three strategies (90 mins)

- Identify stated and unstated needs
 - Be a problem-finder not just a problem-solver
 - Stated and unstated needs
 - *Activity: Identify stated and unstated needs – using common customer queries as examples from your own organisation*

- Earn trust and the right to talk sales
 - Good and not-so-good sales experiences – why trust matters
 - *Activity: Makers and breakers of trust – what earns you the right*
- Link and position
 - Linking to needs and positioning the sales suggestion
 - *Activity: Link and position – how it sounds using common customer queries*

BREAK (15 mins)

3 Practise (F2F only – 60 minutes)

- *Activity: Practise talking sales – apply what you've learned to real situations that you face every day*

4 Action plan and close (15 mins)

- Reflect and prepare actions
- *Activity: surprise!*
- Close

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