

# Service with a sale

## Overview

This is an intensive service and sales improvement training workshop. It is suitable for indirect sales or customer-service focused staff, ie, those staff who might not think of themselves as 'sales people' but who nonetheless have a key role in generating additional sales for the company.

Creating or generating new business and increased sales is becoming an increasingly important issue for many organisations. However, it takes skill, careful preparation, and the creation of effective 'models' and methods. This programme helps you with this, in a very practical way. Training role-plays are run at regular intervals during the session (although case studies and examples can be used if you prefer).

You might want to use some metrics for evaluation purposes, with specific products or services identified as 'up and cross' selling opportunities. These metrics could include average order value, lines per order or percentage of orders with an extra sale created.

## Objectives

This very popular workshop has three principal objectives, to help:

- Improve sales skills, efficiency and effectiveness
- Improve sales productivity to achieve increased average sales / order value
- Improve customers' service experience and satisfaction

## Who should attend?

All customer service staff and managers or team leaders who support or work with customers.

## Format

The session is very practical and objective. Very clear and specific skills, models and techniques are covered. The focus is on improving things that are already working, not going over old ground. Participants will discuss and plan new approaches using real-life examples taken from their own situations.

Each module features:

- High quality training presentation
- Group exercises and team activities
- A high degree of participation and interaction

The course is fast, fun and totally absorbing – you are never more than twenty minutes away from the next activity.

## Expert trainer

Graham is our lead consultant and an outstanding trainer. See his profile [here](#).

Cont...

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

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## Workshop outline

### 1 Key principles

- Push vs Pull: how to stop selling and help people buy
- The four Cs and other 'Service with a sale' principles

### 2 Making every customer feel special

- The customer experience and how to enhance it
- The SPECIAL model is explained and applied
- How to add value by applying these principles: practical exercises

### 3 Connecting with customers

- Communication dynamics – how to structure and control a conversation
- Perfecting a strong opening for a meeting or telephone call
- How to best vary your sales approach to different types of customers
- Practical session: connecting skills

### 4 Customer consulting skills

- Advanced questioning skills; getting information and building opportunities
- Qualifying an opportunity, developing buying momentum
- Creating clarity and confidence through stating, summarising, and restating
- Practical session: consulting skills

### 5 Convincing skills

- Structuring information clearly; using the KISS principle
- Using options to gain customer engagement
- Building value by talking about features, advantages, and benefits
- Practical session: convincing skills

### 6 Confirming and closing

- How to ask for or confirm an order
- Difficult conversations: delivery, price, other concerns, and objections
- Managing expectations and saying 'no' nicely
- Practical session: convincing skills

### 7 Action plan and learning diary

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