

Customer Experience & Selling Skills

Written by Administrator

Monday, 21 February 2011 14:48 - Last Updated Thursday, 28 November 2013 12:47

The aim of this course is to develop your ability to sell your products and services whilst at the same time delivering excellent customer experience **Who should attend?**

Customer experience professionals who need to improve their competence and confidence in selling their organisation's products and services

Benefits:

By the end of the workshop you will be able to:

- Increase sales by building a better rapport with your clients
- Help the customer to take the buying decision by taking a structured and facilitative approach to sales
- Up-sell your products and services

Course Overview:

- What makes a great customer experience and salesperson?
- The qualities that underpin customer experience and sales
- Making the right first impression in customer experience
- Developing rapport through active listening techniques
- Questioning techniques in customer experience
- Understanding needs and how to facilitate the conversation so the client is ready to buy
- The use of features and benefits in customer experience
- Handling and overcoming objections in customer experience
- Up-selling and cross-selling techniques in customer experience
- Action planning in customer experience

Style of the Course:

The course is highly active and participative. During the workshop participants undertake activities, exercises and discussions to help them put what they learn into practice

Course Length:

One day Workshop 09.00 to 17.00 with an hour for lunch.

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We can run this course for you in-company at favourable rates for 4 or more people. Please contact us on **01628 526535** or [email us](#) .