

Successful salespeople understand the importance of long-term customer connections.

Buck Rodgers

Expanding the role of frontline service providers can enhance their value to your customers and to the organization. By incorporating selling skills into their role, they can strengthen the customer connection by providing solutions and offering additional products. Often the challenge to these service providers is in knowing how and when to move into the role of a sales person.

The Sales Connection provides individuals with the skills and strategies needed to transition from a service call to a sales call.

PROGRAM GOALS

- Define the role of a Sales Professional
- Know when to transition from service to sales
- Incorporate the steps of the Sales Connection

PROGRAM MODULES AND LEARNING OBJECTIVES

Module One: The Sales Professional

- Identify the qualities of a Sales Professional
- Determine the benefits of selling
- Demonstrate the 'Customer Connection' model

Module Two: From Service to Sales

- Recognize sales opportunities
- Learn effective transition statements

Module Three: Closing the Sale

- Handle customers' concerns in a customer-friendly manner
- Know when to take action to close the sale
- Leave the customer with a positive impression

PROGRAM SPECIFICS

- Audience: All Customer Service Professionals
Length: Eight hours
Format: Workshop environment with discussion and skill practice
Class size: Up to 12 participants per session

Enhancing the Customer Connection

TESTIMONIALS

"I was nervous about having to start selling to our customers. I didn't want them to think I was being pushy. Now I can see how I can *make suggestions*, not *push products*."

CSR, YCOM Networks

"I like the idea of *making a connection*. This way of selling seems so much more customer-friendly. I think I am really going to enjoy adding sales to my role of CSR."

CSR, Chase Manhattan Mortgage, JPMorgan Chase

"I always said I would never go into sales. This program has made me realize that in many ways I'm already in sales. Offering additional products is just another way of offering customers great service."

CSR, Customer Service Department, Yelm Telephone



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