

Course Description

Excellence in Client Sales and Service AMS245

Overview

It is no secret that progressive companies must stay ahead of their competitors by providing the very best in sustained customer management. This encompasses more than just adding new CRM technology. Companies need to become consistent and proactive about identifying their customers' expectations of them, analyzing how well they stack up against those goals, and on delivering and meeting the customer's objectives with world class customer management practices.

This course offers a real world look at what you need to know when communicating with customers. This back to basics course will illustrate how to achieve excellence in customer service delivery. It will also lay the foundation for building a long-term service delivery plan. Participants will also learn the art of relationship selling and be introduced to the Bridge Selling system, a methodology that promotes proven sales mechanics.

After completion of this workshop, participants will be able to:

- Provide superior customer service and make every customer feel like #1
- Define best practices in customer management
- Integrate culture, core values and beliefs into new world class customer management directions
- Identify the customer and understand the expectations of both internal and external customers
- Understand what makes your company different from the rest and how it is used to promote the company
- Communicate effectively, both verbally and in writing, and understand efficient telephone techniques including the use of voice mail
- Identify and explore tips, tools and traits that will help you develop personal and professional habits necessary to achieve sales excellence
- Align proposals, products and services with customer requirements and create a sales planning methodology
- Develop on the spot action plans to satisfy the customer and enhance your problem solving skills
- Empathize and ask the right questions to identify the real problem
- Manage time under pressure
- Prioritize through corporate objectives and customer expectations
- Build and maintain customer relationships

Format

This course is highly interactive and adaptive to participant's interests and needs. A discussion approach is used and is accompanied by individual and team exercises.

Delivery Options

Duration

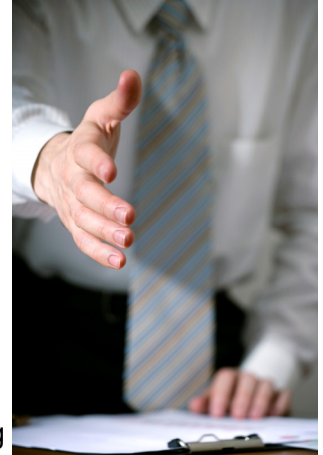
2 Days/Online 12 hours

Who Should Attend

Managers, supervisors and front-line staff responsible for providing, managing and communicating service standards would benefit by taking this course.

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