

FRONTLINE SALES & SERVICE

Programme Duration: 2 or 3 Days

COURSE DESCRIPTION:

Organizations have to constantly compete with their competitors' expansion programmes, price cutting, and high budget advertisement campaigns. But long-term success is built on professionalism of front-liners in selling and customer service. It's the one differential that tops all others. It's also the one that your competitors will find difficult to copy.

It is AMAZING that organizations spend tons of money in advertising to bring people into an establishment but totally neglect to train their frontline to SELL!!

OBJECTIVES:

Upon completion, participants will:

- Realize the importance of first impressions and its impact on their image and that of the organizations'
- Know what makes up a professional frontline personnel, where they are in comparison and what they have to do to *stand out* from the crowd
- Acquire the skills to service and sell more effectively to exceed customers' expectation and build a better bond for repeated sales

WHO SHOULD ATTEND:

Front-liners, sales & service support staff or anyone involved in face-to-face interactions with the customers.

METHODOLOGY:

This programme uses a combination of training aids and methods such as lectures, activities, exercises and group discussion to enhance learning. The learning process is experiential and highly interactive.

COURSE OUTLINE/CONTENTS:

SESSION ONE

- Why People Go to a Particular Place of Business
- The Significance of Quality Service
- The Characteristics of an Ideal Sales and Service Professional
- The Value of Good Service and Long-Term Customer Relationship
- Image Building for Frontline Sales Staff
- How First Impressions Will Create a Lasting Effect
- Importance and Benefits of Projecting a Professional Image
- How Grooming Can Enhance One's Personality and Self-Image

SESSION TWO

- The Sales Process for Frontline Staff
- An Inventory of One's Knowledge and Skills of the Sales Process in Delivering Quality Service
- The Concept of Building a Sale
- Communicating to Win
- The Art of Strokes
- Professional Selling in Frontline Sales Situations
- The Relationship Between Quality Service and Professional Selling
- Knowing What the Customer Wants
- Techniques for Effective Listening to Help in Building the Sale

SESSION THREE

- Techniques for Presenting the Product or Service
- Techniques for Overcoming Customer Difficulties
- Techniques for Using Relationship Selling Opportunities to Build a Bigger Sale
- Closing Techniques for Frontline Sales Staff
- Identifying Clues That Indicate the Sale Can Move Toward a Close
- Techniques to Successfully Switch a Dissatisfied Customer Into a Satisfied Customer
- Preparing an Action Plan