

## SERVICE WITH A SALE TRAINING

### “How to stop selling and help customers buy”

#### Overview

This one-day **Service with a Sale skills** course covers how to deliver customer service AND make more sales. The course is ideal for telephone, face to face and online (email/messaging) professionals.

#### Key learning points include:

- Increased impact of your new sales conversations and enquiries
- Greater confidence, consistency, and professionalism throughout a sales conversation
- Enhanced sales questioning skills and techniques to help the customer decide
- Improve your people, communication, influence and persuasion skills
- How to build value at all points in the customer's buying process
- Proven ways to gain additional business and add-ons
- Being better able differentiate your products and solutions
- Overcome and avoid difficult questions and objections



#### How you will benefit

A more structured and easier to follow method of dealing with pre-sales customer enquiries and information requests. Improved sales conversion and increased customer satisfaction and feedback.

#### About the trainer and course format

This course will be delivered by an experienced trainer with a real expertise and knowledge of the subject. The course will be informal, engaging and include many practical activities.

Live online one-day training course: price: £95 plus VAT per person.

*£195 per person for one-day classroom workshop, minimum three participants, plus travel costs.*

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## Service with a Sale Training Course

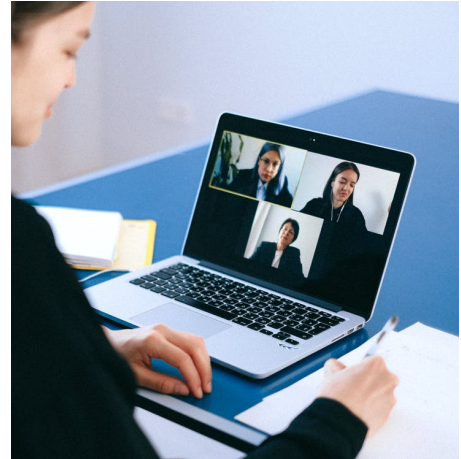
- ✓ Live online or classroom training
- ✓ Expert trainer with subject matter expertise.
- ✓ PDF manual for reference.

### Course objectives and key principles

- How to stop selling and help people buy.  
Principles and benefits of Service with a Sale approach.

### Improving your telephone skills and techniques

- How to structure and control a customer meeting or call.
- Your voice dynamics - developing an effective voice tone.
- Gaining rapport and connecting with customers, plus capturing key information quickly and easily.



### Advanced call and meeting skills

- Creating clarity and confidence through stating, summarising and restating.
- Structuring information clearly and precisely when explaining things or presenting options; the KISS principle applied to telephone communication.
- Improving your telephone voice, diction and listening skills.

### Connect and consult

- Connecting skills gaining rapport and credibility in the first few minutes.
- Qualifying a customer; getting in control and asking questions early and effectively.
- Advanced skills of using high-impact questions with active listening and summarising.

### Convince and Commitment for customer enquiries

- Using 'hot button' statements to gain customer engagement, interest
- Linking products naturally and easily to increase order value.
- Presenting price, overcoming 'concerns' and gaining agreement to proceed.
- Simple and effective ways to close a call or a sale.

### Follow-up and follow-through

- Tips and techniques for following-up quotes and enquiries

### Action plan and learning diary

Live online half-day training course: price: £95 plus VAT per person.

*£195 per person for one-day classroom workshop, minimum three participants, plus travel costs.*

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