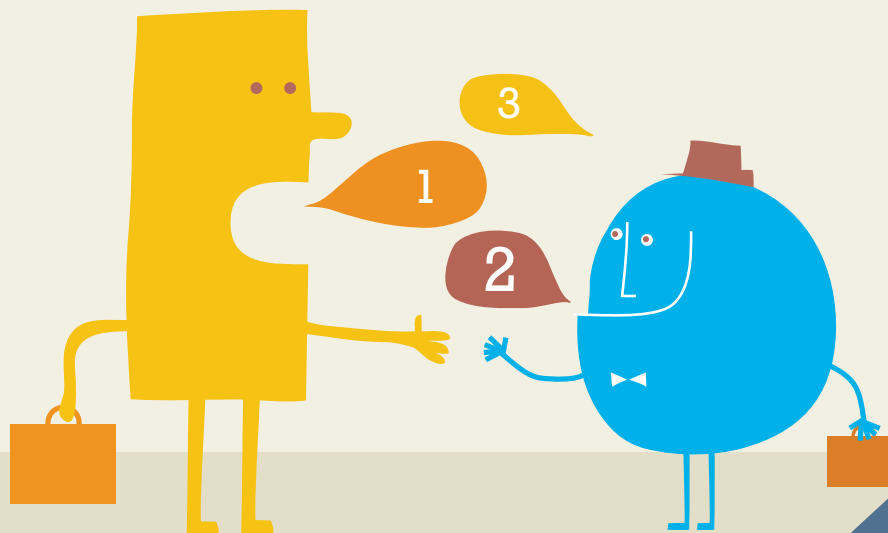


Sales & Customer Services

REED
LEARNING
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Achieve tangible results with tools, tactics and techniques from sales and customer service experts.

Everyone knows the importance of great customer service.



Sales and
Customer
Services

WHO IS IT FOR?

- This is a programme especially tailored for those individuals who would like to take customer service to the next level by going the extra mile by delivering the best service possible. It is mainly suitable for those that deal with customers on the phone.
- Heads of Client Relations
- Sales Directors & Managers

WHAT WILL YOU GET OUT OF IT?

- Enhance your customer service skills
- Ability to pull more information from your customers without appearing to be a stereotype 'pushy sales person'
- Sell on customer needs using the features and benefits of your product/service

Book now

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Sales & Customer Services

ACHIEVE TANGIBLE RESULTS WITH TOOLS, TACTICS AND TECHNIQUES FROM SALES AND CUSTOMER SERVICE EXPERTS



WHO IS IT FOR?

This is a programme especially tailored for those individuals who would like to take customer service to the next level. It teaches ways to go the extra mile, by delivering the best service possible. It is mainly suitable for those that deal with customers by telephone.

A foundation course for those new to sales or who have experience but no formal training in selling.

This is a popular course for sales managers who lack formal management training but aspire to be more effective in their role.

WHAT IS IT ABOUT?

Cross-selling and up-selling is a superb way to increase the value of every customer contact, by suggesting other products and services that may be of interest to the customer. This course will teach you the skills you need to add value to your customers' personal or professional purchases while increasing sales for your organisation. You'll leave this programme with a new attitude towards the sales aspect of the customer service role and the skills needed to be successful in crossselling, up-selling and overcoming initial resistance.

Customer Relationship Management (CRM) is a business philosophy, not just a technology. Practising CRM helps you stay close to existing customers and win new ones. This course provides an overview of this philosophy and the techniques and systems required to put it into practice.

WHAT WILL I GET OUT OF IT?

Enhance your customer service skills

Sell on customer needs using the features and benefits of your product/service

Being in control, assertive and professional at all time

Confident and professional telephone manner

WE OFFER THE FOLLOWING COURSES ON SALES AND CUSTOMER SERVICES

Customer Service Courses & Training Courses:

Selling skills for customer service - Customer relationship management - Customer service for credit control - Handling customers professionally - Managing difficult and demanding customer situations - Professional telephone techniques

Customer Service Courses & Training Qualification:

Certificate in professional customer service skills



Courses Programme

Sales and Customer Service

Courses dates and time can be found on our website. Course notes are always included.

Some of our courses available are listed below. Other courses information can be viewed through our website.



TO DISCUSS WHETHER THIS COURSE IS RIGHT FOR YOU, CALL OUR CUSTOMER SERVICE TEAM ON +356 21322314/5

Selling Skills for Customer Service

Course Overview

- Difference and benefits of up-selling / cross-selling
- Questioning techniques to pull information from the customer
- Enhancing on features and benefits
- Negotiating to gain a win/win outcome
- Using your Unique Selling Point (USP) to your advantage
- Turning difficult situations to your advantage
- Handling objections professionally
- Controlling the phone call with professionalism

Customer Relationship Management

Course Overview

- Define customer relationship management to understand what it involves
- Improve the way your clients perceive the service they receive
- Handle complaints and problems using a model for service recovery
- Learn from the experts to benchmark your own organisation against the CRM leaders
- Highlight the moments of truth in service delivery, as they are perceived by clients
- Understand the role of information systems in CRM
- Empower and motivate customer service

Customer Service for Credit Control

Course Overview

- The six essential rules of customer care, identify exceptional customer service and achieve it
- Behaviours we must avoid: list of attacking and defensive behaviours
- Using clear, positive communication when addressing customers
- Creating rapport: responding to different personality types
- Listening skills
- Controlling the call
- The differences between assertion, aggression and submissiveness

Handling Customers Professionally

Course Overview

- The importance of customer care
- Meet and exceed customers' service expectations
- The service complement: competence and care
- Build and maintain loyalty and goodwill
- The key impression points
- Project a professional image
- Face-to-face, on the phone and e-mail
- Customer service styles and their consequences



Course title

Sales & Customer Services

Duration & cost

Courses are held at out offices Ta' Xbiex

Code

Dull but important – This is your personal code, please quote it when booking

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FOUR MORE GREAT REASONS TO ATTEND OUR SALES & CUSTOMER SERVICES COURSE

- 1. NO OTHER MANAGEMENT COURSE OFFERS YOU SO MUCH THEORY AND PRACTICAL ADVICE.**
- 2. THIS IS THE MALTA'S TOP SELLING PROGRAMME FOR NEW MANAGERS**
- 3. ALL DELEGATES WILL GET E-LEARNING FOLLOW-UPS TO SUPPORT THEIR LEARNING**

SPACES ARE AVAILABLE NOW

You'll find the next scheduled dates online at www.reedlearning.com.mt Alternatively, our customer services team are waiting to speak to you on +356 21322314/5 If you prefer, email any questions to info.malta@reedglobal.com Call us today to book your place on this course.

Course title

Sales & Customer Services

Duration & cost

Courses are held at out offices Ta' Xbiex

Code

WHY CHOOSE REED LEARNING?

We are the Malta's leading business training company – with many more business, management and personal development programmes than any of our competitors

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- Introduction to supervision & team leadership
- People & team management
- Essentials of management
- The five-day management programme

FREQUENTLY ASKED QUESTIONS

Q Where will my course be held?

A All of our courses are held at our offices in Ta' Xbiex Malta.

