



## **'YOU ARE THE DIFFERENCE' CUSTOMER SERVICE TRAINING**

### **OVERVIEW**

The purpose of this training session is to provide the skills, knowledge and confidence in how to greet, approach, up sell, close the sale, provide first class till service and increase the level of customer service to a higher level in a professional and relaxed way.

**Duration: 3 Hours**

### **SUMMARY CONTENT**

- Ice breaker - The autograph game - a short game to relax participants and focus their minds.
- People buy people first, the product second – Why faced with a choice a customer will always return to the place where they received the best level of service.
- Figures are our past; customers are our present and future – Every single day they meet and provide service to the customer making a member of staff a key part in the success of the present and future of the business.
- Stepping outside the comfort zone – Not allowing anything they have done in the past to stop them from working with the new principles and techniques.
- Things we Love and Loathe to experience in service – A group exercise.
- Getting the balance right – The importance of customer/task focus.
- The Spiral of positivity – very powerful motivational exercise that encourages behavioural change and motivates
- What if our attitude was 100? - Individual exercise to emphasise the importance of the word 'attitude' and the choice they have around it.
- Greeting the customer - The greeting technique that will create a positive first impression and lead to more sales.
- Approaching the customer – A simple but very effective approach technique that will allow a member of staff to approach a customer in a



confident, non pressurised and relaxed way

- People buy the results – Technique that focuses on establishing the customer’s needs and the importance of product knowledge.
- Perfect Partners (Add on Sales) - Technique that can have a major impact on the overall ATV within a store and is also a very effective way to motivate members of staff.
- Product in the hand – Simply one of the most powerful selling techniques ever designed that can help the product to sell itself!
- Closing the sale – A powerful technique that can not only close the sale satisfactorily but also help to create more sales.
- The Fab 5 at the till – last impressions count - technique that teaches the importance of giving excellent service at the till.
- How can we raise the bar in terms of service and sales in our store? – Group exercise to encourage those attending the course to ‘buy-in’ to the programme techniques and principles.
- What are the barriers? - Group exercise to identify and eliminate factors that may present barriers to the success of the programme.
- The Circle of Control - Group exercise that gives participants the tool to understanding they have some influence and control over the barriers.
- 21 day personal commitment – A technique to encourage personal commitment to the new programme.
- Recap of the main points covered.
- Presentation of certificates.
- Motivational story/Round up/close.