



***We're all in the business of satisfying customer needs. When customers come to you, they usually ask for what they need. But customers often have additional needs that go unmet because they don't realise that you can address them.***

***Selling Through Service™*** is a targeted course that teaches participants how to use new tools and techniques to provide a higher level of service. Building on the skills from the Service Ready™ suite, customer service professionals learn how to recognize sales opportunities during their interactions to enhance overall customer service for their organisation.

Participants learn how to identify and act on sales opportunities, while maintaining and ensuring positive defining moments. Designed to deliver a consistent customer engagement structure to that followed in our world-leading ***Professional Selling Skills™*** workshop, ***Selling Through Service™*** gives your employees the need satisfaction model proven over four decades in top sales and service organisations worldwide. The training breaks down barriers by using language and context appropriate for employees who often feel they're not really salespeople.

## **Content & Outcomes (1 day workshop)**

### **Mastering Conversation Essentials (½ day)**

The purpose of this module is to provide employees with skills for conducting conversations that effectively attend to external and internal customers' human and business needs.

Participants will be able to:

- Recognise and overcome the barriers to effective customer conversations.
- Open a customer conversation in a way that gains customer confidence and cooperation.
- Discover what customers need by demonstrating effective probing techniques, including gently refocusing conversations in a more productive direction.
- Satisfy customers with information that has a positive focus and helps customers make decisions, including linking features and benefits to device and recommendations, and presenting unwelcome information.
- Close a customer conversation in a way that maintains customer confidence.

### Bridging Service to Sales (½ Day)

The purpose of this module is to provide employees with skills to expand the customer's business relationship by identifying and satisfying additional customer needs.

Participants will be able to:

- Listen for clues to uncover additional customer needs and determine if the organization has products or services to meet those needs.
- Transition the conversation to learn more about additional needs.
- Provide information that helps customers make decisions, linking features and benefits to customer needs.
- Resolve concerns that surface when a customer doubts, misunderstands, or doesn't like something about the advice or recommendation.

### Program Facts

#### Who Should Attend

This program is designed for individuals who serve customers in non-sales focused positions and are not hired in traditional sales roles. It is best suited for participants who work in customer-facing roles, focusing on both customer satisfaction and increasing their company's profitability by generating leads and closing sales.

#### How Your Organization Will Benefit

- ▶• Enhance customer satisfaction and improve customer interactions
- ▶• Identify new sales opportunities and drive new revenue channels
- ▶• Empower customer service professionals to create a higher level of service
- ▶• Advance understanding of customer needs and opportunities for expanding relationships