



SALES, MARKETING And Customer Care

Course Introduction:

Whether working face-to-face with customers or reaching out to clients through sales and marketing, employees are responsible for how an organization is perceived. From customer service and sales training to e-Business and online marketing are focused on helping employees drive results.

Course Objectives:

- Enhances your ability to retain customers and increases business.
- Participant will learn how to implement plans that will increase customer satisfaction and help them to provide the right products and services at the right quality at the right time.
- Designed to help those working in sales and marketing to identify, recruit and retain the perfect customer.

Who Should Attend?

Anyone working in Sales, Marketing & Customer Service Executives.

Course Outline:

- Who's the customer?
- What's Customer service & Why it's important?
- Why monitor your customer service?
- Good customer service standards.
- Different service levels.
- What customer really expect from customer service?
 - Help.
 - Respect and appreciation.
 - Comfort, compassion and support.
 - To be listened to with empathy
 - Satisfaction.
 - Trust and reliability.
 - A friendly, smiling face.
 - Understanding.
 - To be made to feel important.
 - A quality product or service at a fair price.

- Taken seriously.
- Guaranteed immediate action.
- Assured the problem will not happen again.
- Compensated in some way
- The customer wants you to....
 - Greet him
 - Value him
 - Help him
 - Listen to him
 - Invite him back
- Phone etiquettes.
- Good call guidelines.
- The call:
 - Greeting
 - Body
 - Closing
- The steps to handle complaint calls:
 - Ask for suggestions.
 - Gather all the information before offering solution.
 - Before agreeing to the solution use a trial close.
 - Manage the customer expectation.
 - Close the call
- Handling difficult customers:
 - Complaining customer.
 - Mistaken customer.
 - Critical customer.
 - Abusive customer. (Offensive-Rude-Violent)
- Elements of the voice & Message Delivery:
 - Pace
 - Inflection
 - Intensity
 - Volume

- Attitude
- Call Techniques:
 - Hold
 - Transfer
 - Call back
- Pitfalls:
 - Pitfalls: are the issues that are not get in the way of good customer service
 - Saying "I don't know".
 - Debate with the customer.
 - Getting defensive.
 - Agreeing with a customer's negative viewpoint.
 - Avoiding responsibility.
 - Losing trust in your company.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

