

## CUSTOMER SERVICE WITH PROFESSIONALISM

### Seminar Outline

This seminar has been specially designed with you as sales personnel in mind. With this seminar, you will discover how best you can serve the customers' needs by being more proactive in your role in serving your customers. You will be taught to appreciate customers' problems and be able to be a better problem solver and a good decision-maker. You will discover how you can use deliberate thinking strategies to satisfy your customer needs and wanting them to come back to you for more.

### Seminar Content

1. Understanding 'Perception'.
  - ⇒ What is 'Perception'?
  - ⇒ Why is it important in the Sales-oriented Industry?
  - ⇒ What do you perceive in a customer?
  - ⇒ What does the customer perceive of you?
  - ⇒ Using 'perception' as a tool to serve customers' needs.

*The way we perceive information will influence our thinking process. In the Sales industry, it is important to have a good perception of the things and person around us, as this will give us a good insight to make decision and solve problems. This will definitely be useful to the sales personnel, as they will be in a better position to cater for the customer thus enhancing Total Customer Service Quality.*

2. Deliberate Thinking
  - ⇒ What is 'Deliberate Thinking'?
  - ⇒ How is 'deliberate thinking' better than 'reactive thinking'?
  - ⇒ Why is deliberate thinking useful to the sales personnel?
  - ⇒ How to use deliberate thinking to resolve customer conflicts and satisfy the customer wants?
  - ⇒ Using deliberate thinking to enhance the services for the customer.

*Deliberate thinking skills is a powerful tool which will equip sales personnel with the ability to resolve customer conflicts. Deliberate thinking is a proactive type of thinking in the sense that before something goes wrong the sales personnel will be able to resolve the problem. Most of the time the sales industry is affected by reactive situation where no action is taken until something goes wrong, by which time it is too late to do anything. Deliberate thinking will also create a healthy work environment, which will boost the morale of the workers as well as the productivity of the company as a whole.*

3. How to create a conducive work environment?
  - ⇒ Adapting to company's culture and management
  - ⇒ Ability to communicate effectively customers
  - ⇒ Techniques to be learned to listen to the customers' problem

*One major area, which affects the sales industry, is the lack of skills on the part of the sales personnel to communicate effectively to the customers needs. This arises out of many issues, ranging from lack of product knowledge to inability to understand the customers' requirements. This leads not only to lack of professionalism but also poor work attitude. By being better able to adapt effectively to the company's culture and management, it will certainly enhance the performance of the individual. In turn, this can assist in providing Total Quality Customer Services.*

4. Understanding body language
  - ⇒ How we stand affects the way we think
  - ⇒ How we sit affects the way we think
  - ⇒ Reading the customers' body language

*Another very powerful sales tool is body language. Sales personnel sometimes intimidate customers by their mannerism and actions. Likewise, sales personnel failure to understand customer's body language will treat them indifferently. Customers like to feel important. By controlling the body contours, we can disarm an aggressive customer with a simple smile or convince an undecided customer to make a choice.*

### Duration

2 – day workshop which includes Lecturettes, practical sessions, group discussions and role play.