

Making the most of customer contact

(For non-sales staff)

One Day Training Programme

Objectives

- Introduce front line staff to proactive skills that encourage their customers' to use other products and services
- Develop the skills for front line staff to deal with customer complaints in a confident and effective manner

Who will benefit most?

All office based staff with customer contact. Delegate numbers will be limited to 15, so that every one will have the opportunity to participate.

"I feel it has helped me get a stronger view in customer service"

"The whole course was very useful"

"Well paced, good amount of content"

"Thoroughly well-delivered course"

"All of it was useful, helped me realise flaws in my work and has given me lots of information to take back to the office!"

The programme for the day 09.30 to 16.30

Session One – Why be pro-active?

- Why pro-active behaviour is vital in a client facing organisation
- What makes a 'front line' person 'professional' when making recommendations and dealing with difficult situations
- Attitude the key ingredient
- *Discussion to develop understanding*

Session Two – Helping people to buy

- Understanding how people make their buying decisions
- Pushy v helpful
- Asking relevant & interesting questions to understand the customer needs
- Making suggestions to build value for your company's products & services
- Using a structure to gain agreement
- *Role plays to develop and practise skills using a recording role play kit*

Session Three – What happens when things go wrong...?

- Why do people complain
- Dealing with emotion and customer frustration
- Dealing with the issue and gaining a customer 'for life'
- *Role plays to develop skills and confidence*

Course summary and close



Nicola Fox

The Trainer

Nicola Fox has held a senior consultant position within one of the UK's leading training provider organisations for the past 17 years. Throughout her career, she has delivered high impact programmes with agreed objectives which individuals put into practise the moment they leave the session. This gives measurable improvement to people's performance and self-confidence.

- BHTA Member £180 (£150 plus VAT)
- Non Member £228 (£190 plus VAT)

The cost includes refreshments during the day, lunch and training materials.
All prices are per person and exclusive of VAT. VAT will be applied at the prevailing rate at the time of booking

How to book

Complete the attached booking form and return with full remittance to:

BHTA, Suite 4.06, New Loom House
101 Back Church Lane, London E1 1LU

For further information, please contact Stephen Rigg on 020 7702 2141 or email to stephen.rigg@bhta.com