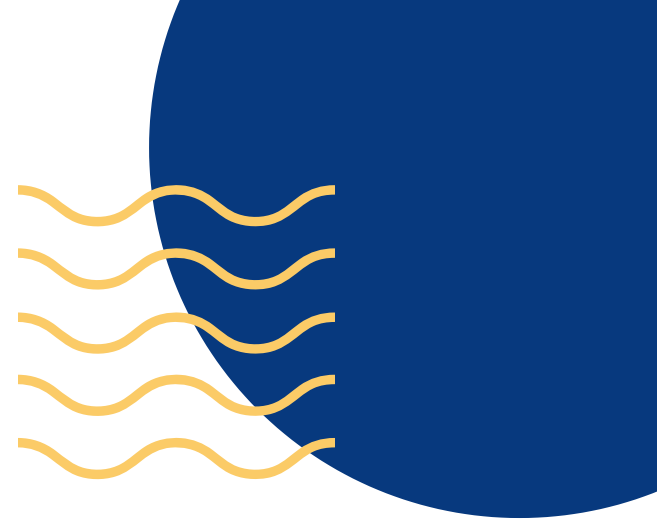


Customer Experience Development Outcomes



Touch Points of excellent Customer experience

- Setting Customised Standards and Non-Negotiables
- Delegate Self-Assessment on Professional Qualities
- The Impact of Customer Care (Internal and External) on Company Reputation
- The Impact of Creating Customer (Internal and External) Trust, Respect and Credibility
- Developing Product and Company Knowledge



Developing Core Customer Care Skills

- Product Differentiation and Delivering Exceptional Customer Care and Professionalism
- Dealing with Customer Conflict
- Rule I: The Customer is Always Right
- Rule II: If you think the Customer is Wrong, read Rule I
- Golden Rules of excellent customer care
- The Process
 - Honest: In Communication
 - Humble: In Accepting Customer Complaints and Criticism
 - Heroic: Going Above and Beyond



Negotiation skills

- Understanding the need for negotiation skills in sales
- Identifying the characteristics of a good negotiator
- Identifying individual negotiating styles
- Knowing and applying the steps in the negotiation process
- Explaining strategies that could be used in negotiation
- Developing communication skills essential to negotiate successfully
- Gaining confidence – demonstrating persuasive and assertiveness techniques
- Achieving the best outcome possible



Dealing with Conflict

- Develop the art of having difficult conversations
- Use differences of opinion and conflicts constructively
- Use proven strategies to prevent and manage conflict
- Identify warning signs and prevent or minimize conflict before it starts
- Know your conflict management style and how to improve your reactions
- Know how to approach conflict
- Implement the 6 Steps to Conflict Resolution
- Establish conflict resolution guidelines