



Passionate Retail Experts

Certificate: None
Duration: 2 Days
Course Delivery: Classroom/ Virtual

Language: English
Credits: 16

Course Overview:

This two day customer service training program is designed specifically for retail front line sales agents to equip them with the needed customer service excellence foundation to engage better with customers, portray energy and commitment as well as clearly understand how positive phrasing can help to deliver a connection with customers and enhance their personal communication. Delegates will learn how to manage challenging customer interactions and relationships to deliver outstanding service.

Target Audience:

Retail Sales Professionals

Learning Objectives:

After completing this course, delegates will be able to:

- Link what customers value to what successful retail agents need to be.

- Understand the importance of making a great first impression.
- Demonstrate body language that engages others.
- Understand that intensity comes from emotions.
- Develop different diffusing techniques for dealing with customers showing strong emotions.

Prerequisites:

There are no formal prerequisites.

Course Materials:

Students will receive a course manual with presentation slides and reference materials.

Technical Requirements:

For eBooks:

Internet for downloading the eBook

Laptop, tablet, Smartphone, eReader (No Kindle)

Adobe DRM supported software (e.g. Digital Editions, Bluefire Reader)

eBook download and activation instructions

Agenda:

Module One: Customer Motivation:

- Discover what customers say about what matters to them in receiving great service.
- Link what customers value to what successful retail agents need to be.
- Understand that customer behavior is influenced by both logic and emotion.
- Explore the logical and emotional motivators of buying from you / using your service.

Module Two: Rapport = Results:

- First impressions.
- Explore the attitudes and knowledge of successful retail agents.
- Explore the skills of successful retail agents.
- Discover how the program will develop retail agents to deliver great sales/service.
- Sharpening your rapport.

Module Three: Non-Verbal communication:

- Understand the elements that make up total communication.
- Discover some truths and myths about body language.
- Demonstrate body language that engages others.

Module Four: Language of influence:

- Language that engages others.
- Language that influences others.
- Push Vs Pull influencing techniques.

- Five basic communication principles.
- Focus on Behavior NOT personality.
- Being specific.
- Use the power of questions.
- Listen Actively.
- Communicate assertively.

Module Five: High Intensity interactions:

- Understand that intensity comes from emotion.
- Explore ' What response am I looking for'.
- Develop two different diffusion techniques.
- Apply and practice.

Certification:

Once after the training you receive course completion certificate from Mangates