

Seminar Description:

“Increasing our sales during an economic crisis”



Training Requirements

In an attempt to constantly improve how customer service is practised in most businesses, this seminar will train sales executives on how to improve customer service and consequently increase both the sales and the profits of the company. In this seminar, participants are taught using practical applications to handle complaints and disputes more effectively, as well as up-selling and cross-selling techniques. This effort has arisen out of a real need for customer service training strategies that will ultimately strengthen the total product offered by the company.

Training Objectives

Upon completion of the programme, participants will be able to:

- Understand the role that correct customer care plays in the proper functioning of a company
- Offer solutions not only before and after closing a sale, but also during the guest/ visitor's stay
- Develop positive behaviour towards their customers as well as their colleagues
- Develop a customer-focused company with its focus on taking care of customers through quality service
- Improve how they practice the art of communication
- Deal with customer-complaint situations

Means and Methods of Training:

- Lecture, demonstration, group work and practical applications

Seminar Language:

- The seminar language can be conducted either in Greek or in English

SEMINAR TIMETABLE

<u>Increasing our sales during an economic crisis</u>				
Session Times *		Duration *	Content Details (Includes theoretical and practical applications)	Instructor
Start	Finish	(hours; minutes)		
09:00	09:45	0.45	Session 1 <u>Defining sales in relation to customers' expectations</u> <ul style="list-style-type: none">• Establishing sales terms and how they relate to multi-lutions (i.e. multiple solutions)• The theory and practice of multi-lutions• The least a customer/ guest expects from an organization/ company as well as from those responsible for service (sales personnel, management, etc.)	Michael Virardi

09:45	11:00	1.15	<p>Session 2 <u>7 features of a successful salesperson and the power of the question</u></p> <p>Presenting the specific features of a successful sales person who exceeds customers' expectations:</p> <ul style="list-style-type: none"> • Showing interest in, and offering assistance to customers • How to understand what the customer wants <p><u>The power of the question</u></p> <ul style="list-style-type: none"> • Questions which guide us towards closing a sale • Open versus Closed questions and where and when to use each kind of question • Confirming and Leading questions and where and when to use each kind of question 	Michael Virardi
11:00	11:15	0.15	BREAK	

11:15	12:15	1.00	<p>Session 3 <u>The value of (and how to give) customers a sense of importance</u> <u>Behaviour-Service</u></p> <p>a. Professional behaviour</p> <ul style="list-style-type: none"> • Words and expressions to avoid and what to replace them with • The power of effective/ correct listening and how to become good listeners • Using the tone and range of your voice • Posture, movement and the behaviour of the body (Body Language) • Presenting the clearest questions/ enquiries to customers to ensure satisfactory service • How to win the customer (and subsequently the sale!) in the first 30 seconds <p>b. Negative behavior</p> <ul style="list-style-type: none"> • 7 examples of poor service behaviour which are harmful to business 	Michael Virardi
12:15	13:15	1.00	<p>Session 4 <u>Analyzing Maslow's Hierarchy of Needs</u></p> <p>Maslow's Hierarchy of Needs. How the hierarchy of needs as defined by renowned psychologist Abraham Maslow can help us better understand our fellow human beings and their needs. In addition how we can use them in the best way to increase both sales and loyalty to our organization.</p>	Michael Virardi
13:15	14:15	1.00	LUNCH	
14:15	15:15	1.00	<p>Session 5 <u>Case study.</u></p> <p>Case study analysis where the attendees will be able to better understand what it means to be a successful sales person.</p>	Michael Virardi

15:15	16:15	1.00	Session 6 <u>Body language. Ways in which to read whether or not a customer is interested in completing the sale</u> <ul style="list-style-type: none"> • What is body language? • The role of verbal communication in communicative relationships (posture, eye contact, gestures, facial expressions) • Dealing with intuition in interpersonal relationships • The role of the comfort zone in communication 	Michael Virardi
16:15	16:30	0.15	BREAK	
16:30	17:30	1.00	Session 7 <u>Handling disputes and complaints</u> <ul style="list-style-type: none"> • What is a dispute and how does it change when it's not handled on time? • What are the most common disputes which arise in any company/ organization? • How dealing with them in an appropriate and effective manner with the right approach can ultimately lead to a sale • Why a complaint is a gift and how we can transform it into a positive memory for our customer 	Michael Virardi

Total time of instruction ***

7:00

To make a booking or get more information, please contact Christine S. Antoniou: (tel.) +357 25811511, (fax) +357 25375118, (e-mail) christine@michaelvirardi.com (e-mail) ask@michaelvirardi.com