

Achieving Customer Service Excellence – 1 Day.

“If you don’t take care of your customers, your competitor will!”



Introduction

As competition in the region continues to grow unabated price and quality no longer assures the deal, worse still, customers who do not receive quality service levels are turning their backs on companies in droves and telling their friends about it!

Organisations must therefore add value to the experience everywhere they can in order to differentiate themselves from the competition. Delivering great customer service is a highly effective method of achieving this whilst being relatively simple to implement and cost effective.

This course will give you a step by step guide to achieving customer service excellence.

Aims & Objectives

To increase customer satisfaction and enhance sales

On completion of the workshop participants will be able to:

- Maintain professional and consistent customer service
- Recognise and manage customers’ service expectations
- Use effective communication techniques
- Build excellent rapport with customers

The training course will cover:

- The importance of customer service
- What makes good customer service?
- Handling complaints effectively
- Communication Skills
- Dealing with different personality types

- Evaluating customer service – using the information effectively
- The hidden costs of poor customer service
- Focussing on Customers needs
- Customer perceptions
- Human Relationship factors
- Body Language
- Managing customer expectations
- Making sure that policy does not become more important than the customer
- Anticipating needs and providing information

The workshop will be highly interactive and participants will have the opportunity to practice and evaluate their use of key skills and techniques under the professional direction of the instructor.

Comprehensive workbooks and materials will be provided.

Training Methods

This course is a busy workshop designed to help you develop, improve and implement customer service tools, techniques and strategies. The ISM Course Director will take each participant through the step-by-step CS techniques critical to the pre-approach, approach and after sales service. This will be done through a highly charged, enjoyable two day course involving lectures, classroom exercises, role-plays, discussions and extensive accompanying course-notes (delegates are also expected to take their own personal extensive notes for future referral)



THE INSTITUTE OF
SALES & MARKETING

BILL LEVELL ~ COURSE DIRECTOR

His hugely successful career includes appointments for marketing and sales in a wide variety of markets at senior Board and management level (UK and overseas.)



Clients regard him as a visionary thinker and a vital catalyst in the development of their strategic plans and practical implementation of sales and negotiation techniques.

Highly experienced in all aspects of Strategic Development, Management, and Advanced Negotiation. He has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum's and utilised by blue chip companies' world wide to automate the decision-making process and create effective plans.

Bill loves sharing his experiences and is a Senior member of the Chartered Institute of Marketing's Faculty having been a course director for 15 years

Career Experience:

Managing Director - £150m multi-product manufacturing/trading company
Marketing & Sales Director - Industrial/speciality chemicals
Product Group Manager - Pharmaceutical/Toiletries - 4 brands
Regional Sales Manager - Pharmaceuticals/Toiletries
Product Marketing Manager - Pharmaceuticals/Toiletries
Sales Representative - Pharmaceuticals/Toiletries

Additional Information:

Whilst the foregoing information is pertinent, his current experience in running and managing businesses for clients, training and advising their people is much more relevant.

His reputation is founded on a combination of very practical experience and visionary thinking outside of current business boundaries and spanning many markets and industries. He has experience in assisting with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking. He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating. His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.



**THE INSTITUTE OF
SALES & MARKETING**

Telephone: + 971 4 3474127 Facsimile: + 971 4 3474296 Email: training@ISMdubai.com

To: **Simon Parker**
Company: **ISM Training**
Fax Number:
From:

Customer Service Excellence – A 1 Day practical skills and tools based training course.

Course Application Form

Please reserve the following seat on the course:

Name:
Company:
Position:
Fax:
Phone:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of employees for which you are in charge:
No. of years experience:
Area for which you are responsible (Circle) City/Country/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)
Currency is UAE Dirhams.

Individual 2,500 Dhs
Group (More than two) 2,250 Dhs

<input type="checkbox"/>
<input type="checkbox"/>

Name/position invoice should be addressed to:.....

**Please Fax back the completed Form to + 971 (0) 4 3474296
We will send you confirmation of your booking and further details.
Thank you.**