



Adding value to customer service to develop business opportunities

Reacting to customer needs is all very well - but excellent customer service means being proactive. This workshop builds on the learning from DMC's 'Delivering exceptional customer service' workshop, offering essential tips and advice on how to make the most of every opportunity to extend your service and add value to the customer's experience at all levels.

During the workshop participants will devise and develop practical ideas for added value customer service in their workplace.

The workshop will cover:

- **Customer service essentials**
 - First impressions
 - Body language
 - Effective communication
 - What the customer expects
 - What to do and what to avoid
 - Information gathering and questioning techniques
- **Keeping the customer satisfied: turning complaints into success stories**
 - Handling difficult customer situations
 - Clarifying and understanding the customer's position
 - The right approach: assertiveness – not aggression
 - Find the good: Looking for positives in apparently negative situations
 - Negotiating a solution
- **Maximising opportunities for excellence**
 - Creating the best possible impression
 - Selling your organisation and your products
 - The importance of being proactive
 - Making good service even better
- **Developing and promoting additional products and services**
 - How to add value to any customer interaction
 - Identifying opportunities for add value products and services
 - What you can do to go the extra mile
 - Creating and developing ideas for added value products and services
- **Putting added value customer service into action**
 - How a personal development plan will help your business
 - Implementing ideas and plans in your workplace
 - Reviewing and evaluating successes
 - Next steps in added value customer service

For info e-mail: mark@dmctraining.co.uk