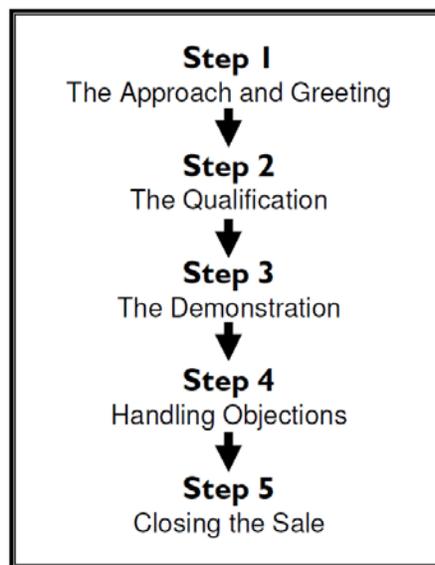


Effective Selling & Enhancing Customer Care

2 Days Effective Selling & Enhancing Customer Care Workshop, an Experiential Sharing Based Learning Methodology Through Presentation, Case Study & Activity Based Directed Learning Approach]

[Schedule: 9:15-10:45AM / 11-1PM / 1:45-3:15PM / 3:30-5:30PM]

THE SALES PROCESS



Workshop– Learning Objectives:

Participants will learn to:

1. Improve their Retail Selling Skills
2. Develop interpersonal skill to enhance their selling performance
3. Build rapport with customers by understanding the power of verbal and non-verbal cues
4. Practice steps to effective Retail Selling
5. Recommend products & services to customers effectively
6. Enhance Customer Service to improve operational efficiency
7. Explore Customers Stated Vs Hidden Needs
8. Evolve Superior Selling Approaches & Promote Customer Experiences

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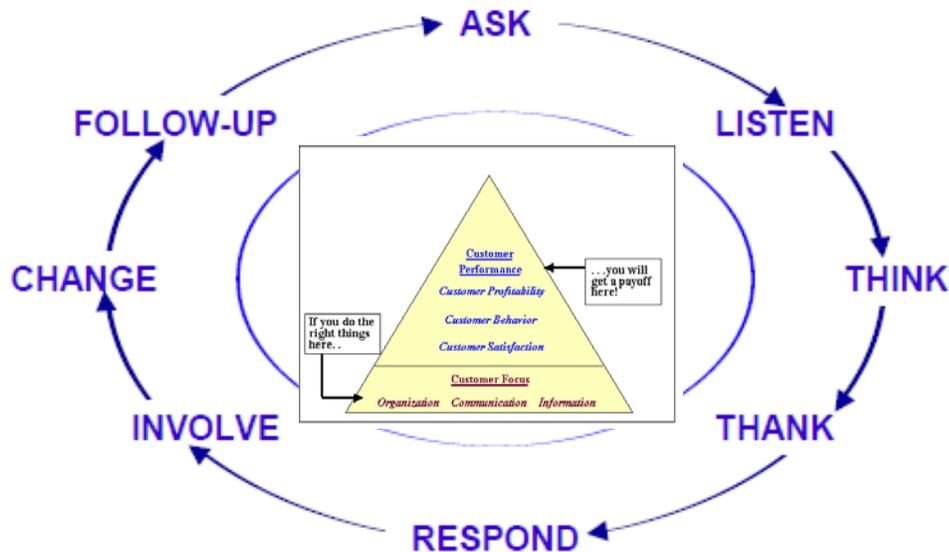
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Effective Selling & Enhancing Customer Care

Workshop Outline – 2 Days



1. Creating a Culture For “Customer Care” & Embracing Best Practices in “Effective Selling” – Ice Breaker & Experiential Walk Through Include:

- Defining Customer & Customer Care – Avoiding Customer Scare!
- Importance Of Product / Service Knowledge
- Setting Standards & Planning Customer Care Strategy
- Customer Care: Before – During – After Sales & Role of Feedback

2. Introduction To Effective Selling – Activities & Experiential Walk Through Include:

- Identifying Customer Background – Focus On Approaching Customers Without Fear Of Failure
- Build Rapport By Leveraging Communication Effectiveness & Confidence
- Set The Agenda – Practice Effective Listening Techniques
- Probe Without Making Customers Feeling Intrusion & Realize The Customer Objectives With Options

3. Establishing Customer Focus For Effective Selling – Activities & Experiential Walk Through Include:

- Customer’s Experience Cycle: Customer Expectations & Satisfaction Hierarchy
- Anticipating as an Art!: Effectively Promoting Customer Experience
- Traverse From Symptom to Real Problem to Real Solution: Providing What Your Customer Need Vs What You Have
- Engage – Explore – Evolve: Elicit Needs & Enumerate Benefits – Become a Customer Coach

Effective Selling & Enhancing Customer Care

- 4. Enabling Customer Mood Transition From “Window Stopping / No Shopping” To “We – Do Shopping”! – Activities & Experiential Walk Through Include:**
 - Making First Impressions
 - Greeting – Acknowledging – Assisting
 - Analyzing “Browsing / Glancing”, “Undecided” and “Decided” Customers
 - Establishing Trust & Value By Creating Excitement For Purchase Desire

- 5. Effective Sales Closing By Involving Customers In Demonstration – Activities & Experiential Walk Through Include:**
 - Qualifying Customers
 - Promoting Features, Benefits & Alternatives
 - Cross Selling, Add – On Selling & Up Selling Techniques
 - Handling Objections & Closing The Sale!

- 6. Best Practices, Baselines & Benchmarks: Case Study – Report Out – Output & Outcome Analysis – Charting Next Steps**

Workshop– Learning Outcomes:

Post Workshop, Participants’ Outcomes Include:

1. Effective understanding and appreciation towards selling right
2. Appreciation of challenges to sales performance and growth
3. Identify critical success factors across the life cycle for sales success
4. Recognising to avoid performance traps
5. Acquiring communication and influencing skills to promote an enjoyable customer experience
6. Synchronise sales tactics and techniques with customers buying style
7. Enabling faster buying decision making approaches for customers
8. Utilising the newly acquired strategies and skills in actual sales situations and ensuring customer care

Effective Selling & Enhancing Customer Care

Other Details:

- Payment to be made within 15 days from the date of the invoice.
- All payments must be made by cheque/online transfer etc., drawn in favour of Sieger Training Consultants Pvt. Ltd. Sieger will charge on INR basis only.
- Overseas clients will have to take care of all the training materials directly as briefed by Sieger Training. However, Sieger can procure some (which can be transited) not all, on behalf of the client but any additional charges for custom clearance has to be taken care by client only.
- Facilitators Travel & Food have to be taken care by the client
- Clients will have to arrange LCD, Speakers, Mike on their own.
- Cancellation of confirmed programmes shall be intimated one week in advance else 50% of the total charges shall be applicable.
- Client will recognize the intellectual property rights of Sieger Training and such materials are not to be copied without prior written approval of Sieger Training.
- Take all responsible steps to hold all Sieger Training copyrighted materials confidential to Client.
- Guarantee that no training will be conducted using Sieger Training concepts or material is carried out for employees of Client and Client shall not use Sieger Trainer's without the knowledge of Sieger Training Consultants (P) Limited.
- Ensure that any materials of Sieger Training supplied to internal employee(s) are retained by Client and or returned to Sieger Training in the event that the employee(s) ceases to be employed by the company;
- Ensure that no substantive modification of course design or content occurs without the prior written permission of Sieger Training, which shall not be withheld unreasonably;
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