

# Selling through Service

**Overview** This programme is about the application of best practices, principles and concepts in selling through customer service. This programme focuses on the concept that increased sales is reliant upon great customer care.

High-level aims are to :

- Understand the importance of Customers and their impact on the business.
- Consider the link between sales and service.
- Discuss the real things customers buy from you.
- Explain how customers are viewed by your organisation.
- Practice through simulation and feedback.

Interactive content with strong focus on delegate contribution and work based practical application of key learning's.

**Content** The Importance of Customers  
Business Impact and lifetime value  
What's happening now ?  
What is good service ?  
Spotting opportunities  
Questioning  
Being outstanding and making the customer feel special  
Your buyer rating ?  
Attitude and positive words  
Practice Simulation

**Duration** 1 Day

**Location** Flexible



[www.exploretraining.co.uk](http://www.exploretraining.co.uk)

Telephone: 01925 264461 Mobile: 07790 791480 [24 hours]  
email: [enquiries@exploretraining.co.uk](mailto:enquiries@exploretraining.co.uk)