



Creating a Great Customer Experience

Target Audience: Sales, Personal Financial Consultants, Customer Relations and anyone who plays a key role in interfacing with the client.

All interactions with the customer should culminate in a positive customer experience if customers go away feeling that their personal needs were met and they were treated properly.

This means that customers should feel that the focus was 100% on them and their concerns, they were understood and taken seriously, and they felt that the person dealing with them was authentic.

"Loyalty and trust," says Jessica Debor in her article 'CRM Gets Serious' in *CRM Magazine*, "is now driven primarily by a company's interaction with its customers and how well it delivers on their wants and needs."

It's time to differentiate yourselves from your competitors through the quality of your interactions with your customers.

This programme will give your people new, high impact capabilities when dealing with customers. We will show your people:

- How to put themselves in a positive, resourceful frame of mind throughout the day so that they project a confident, welcoming image to customers
- How to immediately connect with customers so that the meeting starts off and continues in a friendly, supportive atmosphere
- How to read customers accurately so that they can understand their customers' underlying concerns as well as those that they talk about
- How to deal professionally and effectively with angry, upset, or difficult customers
- How to re-ignite their own passion for their work so that they are motivated and enthusiastic at all times

The time has come to put people at the centre of your competitive strategy. Take the opportunity to tap into their vast, untapped potential and watch the positive business results that emerge.