



BECOME A PASSIONATE RETAIL EXPERT

CUSTOMER SERVICE FOR THE FRONT LINERS

OVERVIEW

When a customer walks into your office, how nice would it be if the staff can provide a great welcome? How would you like if your staff can truly understand that the customer is the centre of their business model? Would you appreciate if the front liners can make a big impact on your clients at the very beginning?

This two day foundation program is designed for the retail front line agents with techniques on basic customer service excellence. This will help them to understand the basic principles to establish a meaningful connection with customers as well as to enhance their communication skills. Participants will learn how to renew their minds and to think differently when managing clients.

COURSE OBJECTIVES:

By the end of this training course participants will be able to:

- ✓ Link what are values and characteristics of a successful retail agent.
- ✓ Explain the importance of making a great first impression.
- ✓ Understand the importance in body language that engages others.
- ✓ Explain how intensity comes from emotions.



TARGET AUDIENCE

Any sales persons and for front line retail sales agents and supervisors who are meeting customers for the first time.

COURSE OUTLINE

MODULE 1: CUSTOMER MOTIVATION

- Discover what customers say about what matters to them in receiving great service
- What customers value in a retail agent
- How customer behaviors are influenced by logic and emotion.
- Explore the logical and emotional motivators of buying from you

MODULE 2: RAPPORT = RESULTS

- First impressions
- Explore the attitudes and knowledge of successful retail agents.
- Explore the skills of successful retail agents
- Discover how the program will develop retail agents to deliver great sales/service.
- Sharpening your rapport

MODULE 3: NON-VERBAL COMMUNICATION

- Understand the elements that make up total communication
- Discover some truths and myths about body language
- Demonstrate body language that engages others

MODULE 4: LANGUAGE OF INFLUENCE

- Language that engages others
- Language that influences others
- Push vs. Pull influencing techniques
- Five basic communication principles
- Focus on behavior NOT personality
- Being specific
- Use the power of questions
- Listen actively
- Communicate assertively

MODULE 5: HIGH INTENSITY INTERACTIONS

- Understand that intensity comes from emotion.
- Explore "What response am I looking for?"
- Develop two different diffusion techniques
- Apply and practice

Duration: 2 Days



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