

Frontline Service and Upselling

Aim

To inform frontline and service or sales counter delegates on how to provide superior service in an in-house sale orientated environment, maximizing customer care in the interest of gaining customer loyalty.

About this Course...



To inform frontline and service or sales counter delegates on how to provide superior service in an in-house sale orientated environment

Who Should Attend this Course?

This course will benefit all Receptionists, Office Managers and Administrators, and anyone charged with answering the telephone at an organisation.

Outcome

At the end of this workshop the delegates will be equipped with the necessary knowledge to conduct sales in a professional and helpful manner with emphasis on service excellence

SAQA US ID	NQF LEVEL	CREDITS	US TITLE
114824	4	4	Conduct sales

The unit standards above are an indication of the content of the workshop. Our workshop theories are designed to include the outcomes recommended by SAQA US IDs.

Duration: 1-Day

Content

Attitude and Aptitude	<ul style="list-style-type: none"> • What it is all about • How to maintain a good attitude in times of stress
Determining Your Personal Vision	<ul style="list-style-type: none"> • Identifying what it is that motivates you • Identifying how much of that the client actually provides – a highly motivational module
Customers – their expectations	<ul style="list-style-type: none"> • What do clients expect from us? • This module focuses on the perspective of the client
Emotional vs. Necessary Purchase	<ul style="list-style-type: none"> • Identifying the different buying attitudes and the different techniques one can use to encourage more spending
DISC Approach from an Upselling Perspective	<ul style="list-style-type: none"> • Understanding the DISC approach: Demanding, Influential, Sensitive and Careful • Defining upselling • How to sell to which personality type
Effective Communication Skills	<ul style="list-style-type: none"> • Ways to better communicate with others • Put it into practice
Practical Tools for Dealing with both Easy and Difficult Clients	<ul style="list-style-type: none"> • Communication tools to ensure that we are getting the full story across
Simple Actions – Huge returns	<ul style="list-style-type: none"> • Do sweat the small stuff when it comes to customer care
Major Do's and Don'ts	<ul style="list-style-type: none"> • Understanding our multicultural society
Ensuring the Referral	<ul style="list-style-type: none"> • Small but effective ways to get your clients to be your best salespeople