

Habilidades Comerciales

How to Use Customer Service to turn Transactions into Relationships

Presencial

Dale Carnegie Training has been building world-class relationship skills – locally – around the globe for over a century. We can help your customer service representatives to get results. One of our clients experienced a 40% increase in the average value order and an 18% increase in customer retention. If these are the kind of results your company expects you to produce, enroll your team in How to Use Customer Service to Turn Transactions into Relationships today. Give them, and yourself, the critical advantage you can only get from Dale Carnegie Training.

Lo que aprenderás

How to: • Identify current customer needs and anticipate customer expectations • Profile a client with the “customer continuum” • Overcome objections and negotiate with customers using the three • principles of successful negotiation • Use follow up techniques that build loyalty • Use our proven process for defusing angry customers and hotheads • quickly • Turn complaining customers into company advocates • Communicate clearly and concisely • Think on your feet and find creative solutions • Listen for understanding and demonstrate empathy

Por qué lo deseas aprender

There are two kinds of buyers out there. Transaction buyers look at your company as just another vendor. They'll buy from you on price or convenience. When a lower price or more convenient process comes along, they're history. Relationship buyers view your business as an organization they can trust. They buy from you because you consistently overdeliver on service. Relationship buyers purchase more frequently and in larger amounts than transactional buyers. As the person in charge of customer service, it's your job to help your reps create relationship customers.

Cómo te ayudará