

Services

# How to Use Customer Service to Turn Transactions Into Relationships

En présentiel

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.

## Ce que vous apprendrez

In this interactive, one-day seminar you will learn to understand what customers really want, overcome customer dissatisfaction, prevent client defection and resolve complaints, maximize add-on and cross-sell opportunities, partner across functions to exceed customer expectations, and increase customer retention.

## Pourquoi vous voulez l'apprendre

Dale Carnegie Training<sup>®</sup> has been building world-class relationship skills – locally and around the globe for 89 years. We can help your customer service representatives 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<sup>®</sup>.

## Comment cela va vous aider

Achieve success by utilizing these core concepts of human behavior and thereby unleashing the leader in each of us. Our “product” is a confident, empowered, inspired and enthusiastic individual who is ready to achieve excellence.