



Strategic Customer Care

Business Tactics for Frontline Employees

What are our expectations of people on the frontline? We're asking them to make outgoing calls, cross-sell and up-sell along with the expectation of providing higher service levels. But are we preparing them to do these tasks well, or are we setting them up for failure?

Sandler's **Strategic Customer Care program** is unlike any training available. This is not a "quick fix", short-term solution to success. It provides long-term, incremental reinforcement training and coaching to ensure a return on the training investment. Sandler's techniques are unique. They differentiate you from your competitors. In addition to proven technical skills, positive attitudes and productive behaviors are developed to effectively implement winning strategies.



Are you maximizing your inside business development efforts?

- Do your customer service and inside sales people have the skills and confidence to recognize a business opportunity?
- Do they too often provide "free consulting" and give out free information to people who are just "shopping around"?
- Do they lack the questioning and qualifying skills to get to the heart of the prospect's needs?
- Have you ever cringed listening to what your inside sales people say to prospects on the phone?
- Is there more business available, but sales are often missed?



At Sandler Training, we work with successful quality service and inside salespeople who continue to hit communication roadblocks like:

- Dealing with difficult customers
- Not having the confidence to make outgoing calls
- Failing to understand the selling process for up-selling and cross-selling
- Trouble communicating on a professional level
- Not knowing how to take a client to the next step in a sale

Course Overview

On the Frontlines

Is there any greater challenge within an organization than working on the frontlines and dealing one-on-one with customers daily? Much hinges on this critical role – from building strong relationships to uncovering customers' ongoing needs to establishing loyalty. In this session we'll take a close look at customer expectations and then examine what we do to meet those expectations. The customer service triangle examines the relationship between the frontline representative, the customer and the company. We'll also explore what makes up a customer-focused culture.

Effective Communication

A customer service provider must be a professional communicator. Every customer and prospect is different, and our ability to establish a trust relationship quickly is essential in solving their problems, developing long-term customers, and creating a relationship based on loyalty beyond the product or service. Having the skills necessary to lower barriers, asking questions while really listening for the meaning, creating win-win solutions and building trust are far more powerful than any other aspects of client interaction.

Breaking through Your Comfort Zone

In this session, we'll examine the idea of "comfort zones" – where they come from and how we break free to try new things and grow beyond them for a more fulfilling and rewarding life, both personally and professionally. This session allows us to understand the human dynamics of recognizing our strengths and areas for improvement to help us build stronger self-esteem and courage.

Up-Front Contracts

Any time we need to get mutual consent, we need to set the expectations of the purpose of our meeting, what needs to happen and whose responsibility it is to accomplish certain action items. We also need to establish a timeline of when it should happen and the outcomes expected. We've all experienced the anxiety of having a conversation deteriorate into an aimless rant, or hung up the phone from a conversation and asked ourselves: "I wonder what should happen next?" We'll explore a simple methodology that puts you in control of the conversation, lays out expectations on both sides, and ensures everyone involved is on the same page.

Understanding Our Customers: D.I.S.C.

Typically, people are more comfortable interacting with others who are like themselves. In this session, we'll examine different communication preferences to improve understanding and communication with both internal and external customers. Using the D.I.S.C. behavioral profile, we start by examining the four quadrants and our own preferences. We will learn the differences of the four styles, how to quickly identify a person's dominant style, and the basis of communicating with each style. Once identified, we can modify our styles to our customers' style to facilitate optimum communication.

Questioning Techniques

The ability to craft and ask compelling questions is one of the great skills we can develop in customer service and inside sales. Much of a customer service representative's or inside sales person's day is spent answering other people's questions. What we may not give as much thought to is how, and why, we should ask questions. Well-crafted questions can cut through smoke and mirrors, help to clarify our customers' thinking, and get us to the right solutions more directly than passively answering questions would. In this session you'll learn to ask questions assertively to take control.

Up-Selling and Cross-Selling (PAIN)

Most customer service providers accept the fact that part of their job requires them to interface with both prospective customers and existing clients in a sales role. It may make them feel uncomfortable, yet a major part of their job depends on their ability to help other people with their ideas and services. One of the greatest services we can do for our prospects and customers is in a selling role. Prospects and customers alike depend on us to bring new information, new ideas, problem-solving tactics and added value to our products by helping them make good buying decisions.

Telephone and Email Communication

More and more, technology is replacing older, slower ways of doing business. One thing remains constant: customers are unique individuals who want to be treated with courtesy and respect – whether it's in person, on the telephone or by email. We don't help voice mails, we don't sell to the internet – it's always about the people. These tools cannot replace the one-on-one direct communication that connects us to our customers and builds trust and rapport. We can, however, use these communication tools more effectively to avoid disconnects between us and the customer. In this session, we'll review both the telephone and email – our connections to the outside world and our customers – to ensure our communication skills are building the relationships we value, not damaging them.

Understanding Our Customers: Transactional Analysis

Who said that? Understanding our customers is central to helping them with their problems. Part of a deeper understanding is to understand the language and tonality they're using and where it's coming from. Often when someone speaks, they are "talking from the inside". To be a business person on the frontline we need a slight edge to better connect with people. The study of transactional analysis and how it adapts to the business world gives us that slight edge.

Dealing with Difficult People

No matter where SNAFUs happen within a company, customer service providers often are the frontline when dealing with angry, upset or difficult people. It's part of the job, but many frontline people find it to be a stressful part of their day. This can lead to burnout without an established, step-by-step process in place. This session will look at difficult people: What makes them difficult? Why do we often feel uncomfortable with these situations? How can we use proven Sandler® techniques to institute a step-by-step process to resolve conflict without escalating it, and at the same time, fix both the problem and the upset customer while maintaining our own confidence and self-esteem?

Client Development through Sales

Very often, customer service providers are asked to proactively search out new business. The challenges they face are not unusual. They may be reluctant, or may resist engaging prospects because they lack confidence or know-how. In this session we'll look at attitudes around sales and the selling process. We'll also examine some ways to develop a "sales antenna" that will help us recognize business opportunities.

Formula for Success

Each person's definition of success in life may be very different. However, there are certain basic truths in customer service that, if adhered to, can take you to the next level of success. We have developed those 11 truths and together they make up our Formula for Success. In customer service, success comes if we FOCUS ON THEM!