

# SHOW YOUR CUSTOMER YOU CARE

// MANAGEMENT

**Duration** The course will last 2 days or 16 hours

**Target audience** The course is addressed to any persons dealing with customers directly as well as people handling phone calls in contact with the clientele.

**Number of delegates** Minimum 10 delegates and maximum 20 delegates

## COURSE BACKGROUND

Decisions are made often on the first impression which never goes beyond 30 seconds and 55% of it is based on appearance and 38% on your vocal qualities and that leaves only 7% on what you actually say. Within the first 5 seconds your employees establish your company's image with clients and prospects.

With each minute that passes in conversation, these frontline representatives either strengthen a caller's confidence or weaken your professional integrity.

**In short, your employees can make or break your business.**

This course focuses on developing the right skills and attitudes for the frontline employees in your organisation that will make the customer want to deal with you.

## COURSE OBJECTIVES AND CONTENT

The course will cover the following topics :

- Telephone skills
- Creating a positive image
- Communication skills
- Dress sense and appearance
- Controlling the call
- Customer awareness
- Meet & Greet Skills
- Assertiveness skills
- Using positive language
- Handling difficult customers

SHOW YOUR CUSTOMER YOU CARE  
// MANAGEMENT