



Optimum Results

**Business Training Experts**

## Sales Through Customer Care

### Programme Overview

- To give participants the knowledge, skills and confidence to be able to deliver excellent customer care and to sell proactively.
- To give course participants the opportunity to practise and improve their computer skills.
- Participants will gain exposure to online learning.

### Programme Outline

- The Basics of Good Customer Care
- Excellence in Service:
  - Fundamentals for Employees
  - Working with Upset Customers
- Proactive Selling Skills
- Listening Skills
- Effective Communication
- Building customer relationships and achieving customer loyalty
- Creating Customer loyalty
- Telephone skills

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