

SUCCESSFUL SELLING AND CUSTOMER SERVICE

Facilitators Guide

Aim: To help the participants making an assessment of the how Customer service and selling goods and produce can be supported and improved.

Objectives : By the end of this session participants will have :-

- Completed an analysis to improve selling potential and growth in markets
- Understood what good and bad customer service looks
- Completed an analysis what it will take to provide effective Customer Service.

Outline of Session & Suggested Timings (approx 1.5 hours - 90 mins)

1. Introduction - 5 mins
2. Survey to improve Selling potential - 25 mins
3. Discussion of what bad & good Customer service looks like - 15 mins
4. Survey to improve Customer Service - 25 mins
5. *Questions & Feedback - 10 mins*

1. Introduction

- A) Welcome Everyone to the Group.
- B) Get people to Introduce them selves

Slide 1

Successful Selling and Customer Service



Slide 2 – Growing Your Sales

For you to say - Discuss what successful growth of business would mean for the participants?

3 step Growth programme – AS PER SLIDE

Growing Your Sales

- Find more customers
- Sell more to existing customers
- Sell to bigger customers



Slide 3

Introduce the participants to the short survey on Page 2 of Workbook

Encourage an honest completion of the questions

Using the fulltable in Workbook page 1 & 2 – Outline the steps you might take to develop your selling potential:

I CAN/CAN'T DO THIS	I Can Do This Very Well	I Can Do This	I Can Do This But Not Very Well	I Can't Do This
Tell more people about your products or services				
Sell where there are more customers				
A mobile service might help to sell to more customers				






Slide 4

Following on from the survey – Encourage participants to think about their selling potential and what steps they might take to improve their business



So what will you do to sell more and grow your business?



<p>Slide 5</p> <p>Move on now to Customer Service.</p> <p>Encourage the participants to what experiences they have had of good and bad customer service.</p>	 <p>Discuss Your Own Experiences of Good and Bad Customer Service</p> 																				
<p>Slide 6</p> <p>Look at page 4 & 5 of Workbook</p> <p>Encourage participants to complete the survey relating to their own business and how it deals with customer service.</p>	<p>Using the fulltable in Workbook page 4 & 5 – Outline the steps you might take to develop Customer Service.</p> <table border="1" data-bbox="970 577 1401 734"> <thead> <tr> <th>I CAN/CAN'T DO THIS</th> <th>I Can Do This Very Well</th> <th>I Can Do This</th> <th>I Can Do This But Not Very Well</th> <th>I Can't Do This</th> </tr> </thead> <tbody> <tr> <td>Remember your customer names and greet them with a smile</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Listen to your customers needs and concerns – see if you can help them</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Reply to any complaints quickly and fairly, with money back, credit or replacement</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> 	I CAN/CAN'T DO THIS	I Can Do This Very Well	I Can Do This	I Can Do This But Not Very Well	I Can't Do This	Remember your customer names and greet them with a smile					Listen to your customers needs and concerns – see if you can help them					Reply to any complaints quickly and fairly, with money back, credit or replacement				
I CAN/CAN'T DO THIS	I Can Do This Very Well	I Can Do This	I Can Do This But Not Very Well	I Can't Do This																	
Remember your customer names and greet them with a smile																					
Listen to your customers needs and concerns – see if you can help them																					
Reply to any complaints quickly and fairly, with money back, credit or replacement																					
<p>Slide 7.</p> <p>Get a discussion going about what practical steps participants will take to improve or change their customer service.</p>	<p>Discuss what you can do to improve your Customer Service</p>  																				
<p>Slide 8 - Conclusion and Feedback</p> <p>Consider what you have done – Have you met the AIMS of the course?</p> <p>Open the group to ask questions and provide feedback</p> <p>Was the information useful and at the right level</p> <p>Thank everybody for coming – Encourage the group to network and share contact numbers or emails (if appropriate) and to keep in touch.</p>	