

Business Tactics for Frontline Employees

What Do Customer's Really Want?

Is there a greater challenge within any organisation than working on the frontline of an organisation and dealing one-to-one with customers daily? Much hinges on this critical role – from building strong relationships to uncovering their ongoing needs, to establish loyalty. In this session we'll take a closer look at both 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.

Developing Professional 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 to solving their problems, developing long-term customers, and creating a relationship based on loyalty beyond the product or service. Having the skills to lower barriers between people, ask questions and really listen for the meaning, create win-win solutions and build trust is far more powerful than any other aspect of client interaction.

Boosting 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 contribution both personally and professionally. This session allows us to understand the human dynamics of recognising our strengths and areas for improvement to help us build stronger self-esteem and courage.

Setting Expectations & Control

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; a timeline or 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 on the phone from a conversation and asked yourself: "I wonder what should happen next?" We'll explore simple methodology that puts you in control of a conversation, lays out expectations on both sides, and is a comfortable way to ensure everyone involved is on the same page.

Building Relationships (D.I.S.C.)

Typically, people are more comfortable interacting with people who are like themselves. In this session, we'll examine peoples' communication preferences to improve understanding and communication with both internal and external customers. Using the D.I.S.C. behavioural 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 other. Once identified, we can modify our styles to our customers' to facilitate optimum communications.

Crafting Questions

The ability to craft, and ask, good, compelling questions is one of the greatest skills we can have in customer service and inside sales. Much of a customer service representative 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. In this session you'll learn to ask questions assertively to take control.

Up-selling & 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 solve and add value to our products by helping them make good buying decisions.

Telephone & Email Communication

More and more, technology is replacing old, 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-to-one direct communication that connects us to our customers and builds trust and rapport. We can, however, use them more effectively to avoid disconnects between ourselves and the customer. 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 Customer Behaviour (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 frontlines for 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, and 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 fixing both the problem, and the upset customer while maintaining our own confidence and self-esteem?

Client Development

More often, customer service providers are asked to proactively search out new business. The challenges they face is not unusual. They may be reluctant, unconfident, 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 antennae' that will help us recognise 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!**