

The sale is not complete until the customer buys for the second time. What stops customers from buying again is the quality of the customer service experience they have from your company. The aim of this MasterClass is to enable participants to consider the impact of customer service and to construct a customer service plan for their organisation in order to improve customer retention and sales.

## Accreditation

This MasterClass is accredited by the Institute of Professional Selling and attracts credits towards the ICM Advanced Diploma in Professional Selling – a degree level qualification provided by the International College of Professional Selling.

## Benefits

The major benefit of adopting the lessons learned in the MasterClass will be a focus on the behaviours and actions employed in your company which enable customer retention and improve sales.

## Learning Outcomes

At the end of this MasterClass participants will be able to:-

- Consider the importance of customer service within a sales context
- Determine the major differences between good and poor customer service
- Compare best practice with their own organisation's customer service policy, if it exists
- Appreciate how important follow-up is after the sale is made
- Consider the importance of creating goodwill
- Explain how to regain lost customers
- Manage customer complaints effectively
- Construct an effective customer service plan for their organisation

## Approach

This MasterClass is only available for in-house delivery for up to ten delegates at an all-inclusive cost of €2,495.00. A workshop-based approach is used with high levels of delegate activity.

## Training Plan

Session	Purpose	Content
1	To set the scene and enable focus on the topic.	What is customer service? How does it fit into an affective sales process? What does good customer service look like and what does poor customer service look like?
2	To examine the importance of follow-up.	The extent and importance of follow-up. Saying thank you. After sales service and assistance. Follow-up systems.
3	To examine the importance of goodwill.	Keeping customers satisfied and staying competitive. Bringing your products to market. The Importance of Developing Enthusiastic Customers. Checking out the competition.

		Becoming a preferred supplier.
<b>4</b>	To explore how to handle complaints.	Effectively handling customer complaints. Regaining lost customers. Reviewing why the customer stopped buying.
<b>5</b>	To construct a customer service plan.	Designing and monitoring a customer service policy.
<b>6</b>	To review the course.	Review and knowledge test.

### Learning Evaluation

- Participants will undertake a knowledge test at the end of the course to assist in embedding knowledge and encourage behavioural change.
- Participants will complete an end of course evaluation.

### Progression

Successful completion of this MasterClass will earn the participant credits against the ICM Advanced Diploma in Professional Selling.

### Contact

For further details of this and other performance improvement programmes and processes contact us at:



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