



Workshop Overview

All your sales advisers are to engage with the customer over the phone and face-to-face and fact-find effectively with them. This involves the skilful use of questioning and probing, mature verbal listening skills and summarising which leads to a relaxed and enjoyable customer conversation and experience.



Benefits

By attending this workshop, you will learn how to fact-find compliantly, naturally and using language that customers understand and can relate to. You will also be confident in presenting recommendations clearly with reason.

Outcomes & Content

- ✓ First impressions in the first 90 seconds
- ✓ The 3 secrets to trust to lay the foundations
- ✓ Types of questions and the do's and don'ts
- ✓ Conversational techniques
- ✓ Conversation cycle. Topic, question, listen, probe
- ✓ Topics to clarify customer's criteria
- ✓ Listening mastery – MAP technique



Who should attend ?

This workshop is appropriate for telesales, account managers, new business development executives, client directors, essentially anyone in sales orientated role where they have contact with a prospect.

