

Customer Service Excellence

This programme is ideal for all staff at any level seeking to strengthen their customer service skills. It will ensure your staff always present the correct image to your customers and clients to establish customer service excellence throughout the organisation. It is designed for anyone who has face to face and telephone contact with customers and is tailored with both the customer and the organisation in mind to maximise service and customer care. This course can be tailored to exact business needs

Programme objectives:

Your goal isn't just excellent customer service, it is to deliver **consistent** exceptional customer service. Achieve this and your organisation demonstrates a positive, enthusiastic approach to build trust and confidence and an outstanding reputation.

This course focuses on key techniques to help you:

- Provide excellent customer service to enable staff to build, maintain, and increase a loyal customer base.
- Increase productivity.
- Maintain a consistent and proactive approach to customer service.
- Build strong relationships with both internal and external customers.

Content areas:

The key areas explored during the programme are:

- ✓ Creating the right impression with customers
- ✓ The importance of your customer service role
- ✓ Understanding your customers' needs & expectations
- ✓ Your customers' journey
- ✓ Professionalism- positive under pressure
- ✓ Handling complaints and difficult customer behaviour
- ✓ Effective communication for successful customer relations

Delivery structure:

The programme encourages learning in a fun and interactive group environment and is delivered at days and times which suit business needs

Leadership Courses

Clients can choose from range of leadership & management topics below and all courses will be tailored to organisational objectives

Topic: Leadership Vs Management

- Skills of Leader/Manager
- Situational Leadership
- Leadership Styles within an Organisation
- The Emotionally Intelligent Leader
- Personal Development Plan

Topic: Problem Solving & Decision Making

- Introduction to Business Improvement Techniques
- Identification of Improvement Project
- Continuous Improvement
- Intro to Lean Tools and Techniques
- Effective Decision-Making

Topic: Managing & Leading Change

- Quality Standards/ Improvements
- Assessing an Opportunity for Improvement in own Organisation
- Aligning Change to Organisational Objectives
- Challenges of Change & Dealing with Resistance
- Stakeholders Analysis
- Successful Implementation of Change
- Evaluating Change

Topic: Project Management

- Budget Control/Variance/Cost Centres
- Time Management/Organisational Skills
- Planning and Managing your Projects
- Effective Stakeholder Communication
- Implementing your Projects

Topic: Getting the best from your team

- Aligning your Team to Organisational Values and Goals
- Assessing own Communication
- Adopting an Effective Leadership Style
- Communicating the vision/mission of your organisation
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Topic: Effective performance management techniques

- Motivating your Team
- Improving Individual Motivation
- Constructive /destructive feedback
- Appraisals/one to ones/Coaching techniques

Accreditation Option: if required can be achieved through ILM Level 2 ,3,5 & 7 Leadership & Management Certificate and Diploma through the completion of ILM work based assignments

Sales Training

This practical and interactive sales course will help participants develop key skills and behaviours for sales success. This course will improve the participants' skills, behaviour and confidence to sell over the telephone and face-to-face, providing participants with an understanding of core sales principles, as well as basic selling skills to convert sales enquiries into business.

Programme objectives:

- Understanding the sales approach
- Learning how to adopt a style of selling that is appropriate for their business and clients
- Learning how to structure a sales process to guide their conversations
- Understanding the importance of positive first impressions
- Mastering the art of listening for successful sales
- Learning how to sell the benefits of your products
- Progressing and closing the sale

This course focuses on key techniques to help both new and experienced salespeople

- Improve their communication skills
- Have a greater understanding of buyer needs
- Improve their ability to recognise and resolve customer concerns
- Develop better questioning techniques
- Improve sales closing techniques.

Delivery structure:

The programme encourages learning in a fun and interactive group environment and is delivered at days and times which suit business needs

Customer Service for Successful Sales

This programme is ideal for all staff at any level seeking to strengthen their customer service and sales skills. It will ensure your staff always present the correct image to your customers and clients to establish customer service excellence throughout the organisation. It is designed for anyone who has face to face and telephone contact with customers and is tailored with both the customer and the organisation in mind to maximise service and customer care. This course can be tailored to exact business needs and is a practical and interactive course to help participants develop key skills and behaviours for sales success.

Programme objectives:

Your goal isn't just excellent customer service, it is to deliver **consistent** exceptional customer service. Achieve this and your organisation demonstrates a positive, enthusiastic approach to build trust and confidence and an outstanding reputation.

Suggested content:

- Provide excellent customer service to enable staff to build, maintain, and increase a loyal customer base
- Recognise the importance of effective communication and how to build rapport with your customers
- Understand your customers' needs and expectations and recognise how to meet these
- Use a range of open questions to be able to identify customer needs promptly
- Identify the importance of features and benefits in sales
- Maintain a consistent and proactive approach to customer service.
- Build strong relationships with both internal and external customers.
- Enhance their communication skills
- Have a greater understanding of customer needs
- Improve their ability to recognise and resolve customer concerns
- Develop better questioning techniques
- Improve sales closing techniques

Delivery structure:

The programme encourages learning in a fun and interactive group environment and is delivered at days and times which suit business needs

Collaborative Working for Remote Teams

This course is specially designed for all staff- managers, executives and team members to improve their communication and team working. The course will provide participants with skills to work as a successful team to improve team productivity, providing an understanding of how teams can collaborate, understand each other and forge better working relationships and practices that will improve performance.

Programme objectives:

This course focuses on analysing best practices for effective teamworking when working remotely, whilst understanding each other and ensuring team engagement and building team spirit through communication, collaboration and work visibility.

Content:

- ✓ Building team trust
- ✓ Ensuring team ethos through transparency and work visibility
- ✓ Improving internal communications to promote trust, accountability and open dialogue
- ✓ Recognise best practice for remote communication & consider ways to improve team effectiveness
- ✓ Assess own teamworking and communication skills
- ✓ Agree on team and individual strategies to implement improvements

Delivery structure:

The programme encourages learning in a fun and interactive environment and is delivered at days and times which suit business needs through 'Zoom for Education' remote delivery.

Successful Teamwork & Communication Skills

This course is suitable for team members and managers looking to raise the performance of their team- for those looking to improve how they interact and work with colleagues. This course focuses on boosting effective teamwork and collaboration, aiming to help individuals and teams to become more effective by understanding the ways in which they differ and the different requirements of each.

Programme objectives:

By the end of this course, delegates will have an understanding of team roles, individual behaviour in a team and how cohesive, motivated, positive team working effectively produces better results. Participants will develop an awareness of the importance of effective communication and how to improve this within the organisation.

Suggested Content:

- ✓ Characteristics of successful teams
- ✓ Effective communication skills and techniques
- ✓ Channels of communication in the organisation and the strengths and limitations of each
- ✓ Ensuring team expectations are agreed and understood
- ✓ Team communication - Using the Right Methods at the Right Time
- ✓ Evaluation of own communication skills

Delivery structure:

The programme encourages learning in a fun and interactive group environment and is delivered at days and times which suit business needs