

Course Description

Optimizing Customer Interactions AMS250



Overview

This course will focus on customer service providers and how they can best represent themselves, their products/services, and their agency effectively. It will also cover critical support skills such as how to conduct effective meetings, plan presentations, and execute win-win negotiations.

Learning Objectives

- Recognize and overcome the barriers to effective customer conversations
- Guide customer conversations in a way that perpetuates customer confidence
- Demonstrate techniques for effective customer needs assessment
- Present information that has a positive focus and helps the customer decision-making process
- Identify characteristics of an effective presentation
- Understand the steps to create an effective presentation
- Understand the steps to deliver an outstanding presentation
- Understand how to use appropriate body language and voice patterns to deliver powerful presentations
- Learn ways to manage presentation anxiety
- Identify types of meetings and the different styles each calls for
- Plan the meeting and target the agenda
- Make customer interactions more effective
- Define effective negotiation and its attributes
- Understand techniques and strategies for effective negotiation
- Understand the human factors associated with achieving effective negotiations

Format

This course is delivered in a highly interactive session with discussion points.

Delivery Options

Duration

Two Days / On-line 12 hours

Who Should Attend

Individuals and managers responsible for providing, managing and improving customer marketing and relationship skills would benefit by taking this course.