



Successful Sales Through Service



The successful Sales Through Service Seminar is based on the idea that selling is an extension of the service that organizations provide to their customers. By identifying additional ways to satisfy customers through selling, organizations can take service to a new level of excellence and expand their business

The seminar views the role of service providers as the key to future business growth. Successful Sales Through Service is designed to give service providers the skills they need to turn their valuable customer contacts into sales opportunities.

Successful Sales Through Service consists of five modules of approximately two to three hours each. Each module focuses on one key selling skill. The seminar may be administered in two full days in five two to three hours sessions, or in any other combination of modules that works best for an organization. The only requirement is that the modules be administered consecutively; the order cannot be rearranged. It is important for the skills to be taught and learnt in sequence to ensure participants' complete understanding.

Successful Sales Through Service is a program that will guide the participants in expanding the role, and enhancing the value, of one of the organization's most critical resources: your front-line service providers.

Module 1: Making Great Service Even Better

This module allows participants to explore their attitudes toward selling and illustrates how selling can enhance the service they provide.

Module 2: Seeking Information

This module explains how service providers can use questions to uncover information about customers' situations and what's important to customers.

Module 3: Supplying Information

This module explains how service providers can inform customers about their organization's products and services in a clear and relevant way.

Module 4: Concluding

This module focuses on how service providers ask for customer commitment and close the sale or otherwise move the sales process along.

Module 5: Handling Sales Challenges

This module explains how service providers can handle customers' sales challenges such as doubt or misinformation, about aspects of their organization's products or services.

About

AchieveGlobal

AchieveGlobal helps organizations translate business strategies into results by improving the performance of their people. Clients worldwide rely on AchieveGlobal's proven expertise in leadership development, customer service, and sales effectiveness. Implementing research-based learning solutions, AchieveGlobal empowers clients to successfully develop leaders and acquire, grow, and retain profitable customer relationships.

With 75 offices in 42 countries—and programs and services in more than 40 languages and dialects—we can work with our customers virtually anywhere in the world. We welcome the opportunity to work with you too.

Benefits of Successful Sales Through Service

As a result of participating in the Successful Sales Through Service seminar, participants will be able to turn appropriate service requests into sales opportunities. Specifically, they will be better able to:-

- See that selling is an extension of the service they already provide.
- Distinguish when to make a transition to a sales conversation.
- Build customer interest in having a sales conversation.
- Ask questions to gain an understanding of what's important to customers.
- Talk about their organization's products and services in a way that's compelling to customers.
- Ask for customer commitment.
- End their sales interactions on a positive note.
- Handle sales challenges effectively.

Program Specification

Audience:- Any competent, experienced service providers who deals with external customers.

Class Size:- 9 to 12 participants

Length:- 2 days

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