

Exceptional Customer Care

Needs

All products are becoming increasingly similar, and therefore the main differentiation from those of our competitors is **the way that they are presented**. In the light of this reality, the customer buys the Seller rather than the Product.

For this very reason, such as the view of the internal and external customer, teamwork, motivation, knowing how to sell added value and not just a product becomes a **strategic requirement** for any company intending to consolidate in such competitive and demanding markets such as those of today.

Content

Attitudes necessary to achieve an efficient customer-orientation

- How to achieve Self-motivation, even in difficult and stressing moments.
- The importance of the “**Mission**” (that of the Department and that of the Company) for a motivated and efficient service attitude with all the customers, both internal and external.
- How to maintain a positive attitude and transmit it to the others, even with customers we do not particularly like.
- How to achieve the habit of spontaneously seeing the problems and difficulties as opportunities and challenges: good observer.
- Self-control in a stressing and sometimes discouraging atmosphere.
- Proactive attitude: “I am responsible for this” / “depends on me” *versus* justifications and attitudes of the “it is their fault” attitude.

Know what the customers expect and provide a committed reply

- How to discover our customer's needs without “taking anything for granted”.
- How to handle questions: types of questions and how to use them.
- How to make the customer feel listened to and assisted in his/her demands and needs.
- Empathy: how to achieve the habit of “making a greater effort to understand than to be understood”.

How to be seen as the customer's “adviser”

- How to achieve the transmission of confidence, besides the availability and service attitude.
- The importance of meeting commitments and making a follow-up of the same.
- How to “say no” to customer demands that cannot /should not be satisfied.
- How to help the customers identify needs that benefit them.
- How to negotiate agreements/ commitments beneficial for both parties.
- How to handle complaints and difficult situations, turning them into loyalty opportunities.
- The importance of studying the customer: activities, challenges, problems, etc. How to involve the related areas in order to provide an integrated offer.

Searching for the exceptional (that not expected) and future needs

- The spiral of value.
- How to apply Creativity to detect aspects not asked for by the customer and identify new needs.

- How to propose the customer unsolicited aspects in the search for their benefit (or that of both) and thus achieve a greater loyalty.
- How to generate and consolidate an exceptional customer-oriented attitude in the team, as a consequence of a commitment with the "Mission".
- Types of customers. How to handle them.

Methodology

With a simple and entertaining style, the Trainers turn the training into a highly dynamic experience, creating an active and motivating working atmosphere that contributes to the learning process.

During these sessions:

The contribution of the Trainer is intertwined with the experimental presentations of the participants who present the rest of the participants with that which has been put into practice between sessions.

- The participants develop cases and real practices.
- The Trainer and the rest of the group analyse each participant's presentation and discuss the pros and cons of his/her actions.
- The Trainer provides constant *feedback* to the participants.

Without any doubt, this methodology fosters:

- High participation of the participants.
- Immediate application to real daily life of all that learnt.