

# What Customers Really Want

## Course Overview

### How You Will Benefit

A customer is a company's primary asset and the time it takes to acquire them translates to profit gains or loses overtime. Winning a new customer or keeping one coming back requires a shrewd understanding of what a customer needs and wants. For sales representatives, the main objective is to provide excellent service to meet all of your customer's demands.

However, the statistics are often stacked against sales reps. An American Express survey found that 78% of consumers have bailed on a transaction or not made an intended purchase because of a poor service experience. In probability terms, a sales person has a 5 to 20% chance of selling to a new prospect and 60 to 70% chance of selling to an existing customer.

What's more, bad customer service can dig an unfillable hole. It takes 12 positive experiences to make up for one unresolved negative experience. That is if the customer comes back that many times! First impressions are lasting impressions. It is 6-7 times more expensive to acquire a new customer than it is to keep a current one.

The key to getting those return customers is providing service that keeps them satisfied. This program will give you the inside scoop on why customers leave, how customers want to be treated, and how to get customers to spread the word on your excellent service. As a result, you will have more confidence in a sales interaction, and build lasting rapport with loyal customers.

### Course Objectives

Successful completion of this course will increase your ability to:

- Explore the concepts and benefits of extraordinary customer service
- Set extraordinary customer service standards for your area
- Identify ways of building customer rapport
- Improve your listening skills
- Take control of every call
- Say "no" in a positive way
- Remain calm when the customer is upset
- Cool down a hot customer
- Implement strategies to avoid burnout

### Key Topics Covered

This course explores the following subjects in depth:

- Hallmarks of great customer service
- Understanding the lifetime value of a customer
- Know the cost of poor customer service
- Understanding why customers leave and the likelihood that customers will repurchase
- Seven steps to resolving customer complaints
- Assessing the six categories of service for your area
- How to improve listening and combine words and tone of voice

### What the Course Offers

- Interactive learning setting
- Opportunity to apply the concepts in a risk-free environment
- Thorough set of materials: Instructor Guide, Participant Guide, classroom PowerPoint presentation, and one-page Learning Summary

### Registration Information

Participant name: \_\_\_\_\_

Department: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Phone number: \_\_\_\_\_

**Please return this form to:**