

Customer Facing Skills



Managing the total image of the company and its employees has become an essential requirement for maintaining competitiveness. Previously the training of non sales people such as Technical Specialists was limited to the “hard” skills required to do their job. Engineers, for received “fix it” training for particular products but today’s environment demands that all personnel are focused on meeting the needs of the customer. Customer Facing Skills is a straightforward practical course in which engineers and others can learn how to keep the customer happy.

The course outline is as follows:

Expectation

- Customer expectations
- Company expectations
- Meeting those expectations

First impressions

- Appearance, body language, voice
- Listening to the problem and understanding its impact
- Assessing the situation
- Proposing a solution

Working with customers

- Understanding customer needs
- Explaining the company's position
- Action planning to meet customer's and company needs.

Handling difficult situations

- The difficult customer
- Dealing with complaints

Sales opportunities

- How do products satisfy customer needs?
- How do we talk about the products?

Getting information

- Facts and issues to assist other departments

Customer Facing Skills is a highly interactive two day course designed to enhance the interpersonal skills of non sales personnel.

Customer Relationship Management

SPT also run one day and half day customer relationship management courses, which are effective, interesting and fun, for both in-house and field staff. These formats fit ideally with team meetings.