

# CUSTOMER HANDLING



## Introduction:

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long.

Good customer service is all about bringing customers back. And about sending them away happy - happy enough to pass positive feedback about your business along to others, who may then try the product or service you offer for themselves and in their turn become repeat customers.

If you're a good salesperson, you can sell anything to anyone once. But it will be your approach to customer service that determines whether or not you'll ever be able to sell that person anything else. The essence of good customer service is forming a relationship with customers – a relationship that that individual customer feels that he would like to pursue.

How do you go about forming such a relationship? By remembering the one true secret of good customer service and acting accordingly; "You will be judged by what you do, not what you say."

## Program contents:

- ✚ Understand the importance of Customer & Customer Service
- ✚ Understand Moment of Truth & Service-Profit Chain
- ✚ Understand & create Customer Delight
- ✚ Practice complaint handling skills
- ✚ Tips to practice & demonstrate good customer service

## Program Methodology:

Interactive Sessions Introspective Exercises Experiential Exercises Learning Games

## Program duration:

4 - 8 hours per day

