



### This course is designed for:

- Customer service, sales support, inside sales, contract specialists, and service departments

### Our results:

*"I would recommend Simplesoft Solutions to any company that believes that communication skills are vital to maintaining and growing their business."*

- William B. Hay  
Director of Manufacturing  
Gem City Engineering

## Summary

This 4-hour course is designed for those that work with customers in a service/support oriented role but are still expected to increase sales through up-selling, cross-selling, or just lengthening customer contracts. Built on the concept when providing exceptional customer service you strengthen relationships and earn the right to ask for more business from clients. This course teaches the core customer service skills along with techniques to position future sales and broaden your company's relationship with each and every customer.

## Course Content

### Communication Skills

- Learn to listen more responsively
- Turn complaints & criticisms into requests
- Ask questions to understand how to really help
- Use the 5 basic communication skills to the fullest
- Develop "I can" language and other positive phrases

### Professionalism

- Provide efficient service expertise
- Handle upset and angry callers by extending empathy
- Even the basics count; handle transfers, holds, and voicemail like a professional

### Selling Skills

- Use transitions or seed the call for up-selling and cross-selling
- Use questions and capability statements to up-sell and cross-sell in a conversational style

**Note:** *The course uses interactive exercises designed specifically to deal with the types of issues and situations that sales support professional encounter on a daily basis. Video segments and hands on skill practices are also used to teach and reinforce the above skills. Who said learning couldn't be fun!*



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