

BETTER SERVICE, BETTER SALES, BETTER BUSINESS

Introduction

What does it take to turn an average shopping trip into a superior one – both for the customers and the store? Your customers want and expect courteous customer service, of course. But when you add value by discovering their needs, being knowledgeable about and helping them find solutions to problems, then they walk away with a much more positive experience. And by developing this focus, on customer needs, you can substantially increase sales. More than that, your happy customers will become your “word-of-mouth advertisement and its FREE OF CHARGE and more effective than media advertisement.

The only way to stay in business is with **CUSTOMERS**. Customers' impression of the organisation is formed by employees - particularly by people on the front line. The people who work for you must ensure that customers' expectations are matched, and perhaps even exceeded, so that customers walk away feeling successful and happy with your service. Businesses need to learn how to attract them and keep them coming back. The transactional way of doing business must be replaced with customer relationship building.

Our 2-days programme emphasises a deceptively simple but winning approach to customer service – that a relationship is at the heart of every transaction. This programme helps your employees to understand the values, skills, techniques and attitudes necessary to deliver the outstanding, legendary level of customer service you need in order to make sure your customers are fully satisfied – and don't switch to competition. They will eventually give positive feedback about your company wherever they go or whoever they meet. Not only will this translate into a positive and good image for your company in the eyes of the public, your employees will feel good that they have performed professionally and have received due recognition. They will then be motivated to perform even better in the future. So, everyone WINS!



Relationship selling is about making sales while building relationships



Dr. Allen Teh is the founder and Chief Executive Officer For the Centre for Customer Care (CCC) Malaysia. He has conducted extensive worldwide research on customer service as well as on customer behaviour

related to business. His latest research was on Emotional Intelligence (EQ) and how that impacts business profitability through employees' work performance.

Dr. Allen Teh has more than 27 years of work experience in service operations as well as Human Resource Management, Management Consultancy and Training. He is an experienced Customer Service Consultant. Human Resource Consultant. Human Resource Professional as well as Executive Search Consultant. He has held senior managerial positions in diverse industries namely food and beverage, entertainment, manufacturing, property development and construction, insurance, oil-palm plantations and biotechnology.

As a trainer and consultant, Dr. Allen Teh has trained for banks, governmental bodies, healthcare organisations, insurance companies, security firms, travel and tour agencies, vacation clubs, direct selling, property development, fast-food restaurants as well as call centres.

Driven by an intense passion in customer service excellence and being a firm believer that customer service makes all the difference in business, Dr. Allen Teh is actively promoting and propagating this passion for customer service excellence in Malaysia and regionally. He welcomes everyone and anyone to join his crusade.

Dr. Allen Teh holds a Doctorate Degree in Business Administration from Southern Cross University, Australia and MBA from the University of Dubuque, Iowa, USA

Centre for Customer Care (CCC) Malaysia

(A one-stop centre dedicated to the achievement of customer service excellence)
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Master Consultant for:



Why Service?

- o The COMPANY ABC Way: Business Vision and Core Values
- o A Customer Revolution has started and a Service Crisis is taking place
- o A Great Opportunity for Business Differentiation

Let's Talk About YOU!

- o When the MAN is right
- o Let's clear the trash
- o What causes worry, doubt and fear and how to conquer them?
- o The state of MIND – Fear
- o Your BIGGEST Obstacle – YOU!
- o Motivation without Motion is just another Notion
- o What do you want most?
- o The Final Countdown

Blueprint for Successful Selling

- o The free ride is over
- o Treading on dangerous ground
- o Order taker vs Sales campaign
- o Get INVOLVED and start SELLING!
- o The ORDER TAKER vs PROFESSIONAL

Customer Service = Sales

- o Working with Customers: The Basics of Service
- o Extraordinary Customer Service for Difficult Situations
- o 3 Cornerstone of Customer Service and Selling
 - Listening/Probing/Building multiple-item sales

Managing Sales Stress

- o Identify your stressors
- o Build flexibility into schedule
- o Set attainable goals
- o Be prepared for rejection
- o See the "BIG" picture
- o Schedule time for yourself

Managing Emotions with Customers and Colleagues

- o Need for emotional control – beware of the amygdala hijack
- o Practice the 6 Seconds concept

Customer Service: A Race without a Finish Line

- o Change or be Changed!
- o "It Could Be Better" Mindset

If you take care of your customers, they will take care of your business!