

SIU Professional Client Care and Sales Skills

Preliminary Programme - Unit 2

February - March 2015

Unit 1 - Revision

What did I learn yesterday?

Do I have any questions to ask from yesterday's Unit?

Some helpful HINTS about how to answer the telephone:

- Always identify your Company and yourself at the start of the call at the same time as asking the callers name
 - It is important that your tone conveys authority and confidence - smile when speaking!
- Think through EXACTLY what you want to say before you give or receive a call

Unit 1 - Revision

Some helpful HINTS about how to answer the telephone
(contd):

- Do not allow interruptions to occur - the person on the call takes precedence. If in an extreme situation say 'Please excuse me, please hold for a moment' then say 'Thank you for holding'
- When receiving or giving messages, speak slowly and clearly, repeating everything at the end
 - Always turn off 'phone ringer when in a meeting
- If necessary, inform a caller in advance that you cannot be contacted between 'x' and 'y'

Unit 1 - Revision

Some helpful HINTS about how to answer the telephone
(contd):

- Practice telephone conversations using a recorder to listen to yourself
- Do not be distracted by doing other activities when you are speaking to a client

ENDING A CALL:

- Ask if there is anything else they would like to discuss
- Confirm any meeting that has been agreed stating date, time and place
- Say at the end that you have enjoyed speaking to them and perhaps 'Have a good day'

Unit 1 - Activity 4

Role Play - Client telephoning a Salesperson:

In different pairs - Sales Persons using a specific brochure, decide on how to handle a call

The Clients, using the same brochure, will decide on the questions to ask.

Enact the call!

Unit 2 : Welcoming customers

Upon completion of this Unit, trainees will be familiar with and feel confident to be able to deal with the following range of situations, vocabulary items, activities simulated operations and practical strategies:

Unit 2 : Welcoming customers

Welcoming strategies to greet customers at a residential site;
making customers feel comfortable by deeds as well as by
words;
adapting home demonstration procedures to put customers at
ease;
ensuring their satisfaction is a priority from their first
appearance;

Unit 2 : Welcoming customers



Unit 2 : Welcoming customers



Unit 2 : Welcoming customers



Unit 2: Welcoming Customers

HOW DO YOU TREAT YOUR CUSTOMERS/CLIENTS?

The greeting, what do you say?

How do you make them feel?

How do they feel - bad journey, poor directions?

Refreshments

A well planned overview of the experience you are going to give them

The 'tour' of the condo

Are you assessing them as a potential buyer, how?

The 'reaction' from the buyer

How do you end the meeting?

Unit 2: Activity 1

In the same pairs as before - Client and Salesperson, you will now act out a 'Role Play' using the same material as before.

You will have to use some imagination, but that is good for you, because of course we are not at the Condo!

The other two trainees and myself will be assessing your performance!

Plenary

What knowledge have you gained?

What have you been able to compare to see the benefits of one over the other?

How have you applied what you have learnt?

Have you made inferences, supported with evidence?

How have you brought information together to propose alternative solutions?

How have you evaluated yourself and others?

Have we achieved what we set out to do?

For Unit 3 - managing customer complaints

Please email me real examples of customer complaints you or a colleague have had recently.

Please give me as much information as possible and we can discuss these on Friday