

“IN THE CUSTOMERS SHOES™” (8.5 HOURS)

Does your business experience any of these?

- Lack of awareness of customers entering the premises or being acknowledged?
- Customers not being observed - resulting in them sometimes leaving without being approached and even with goods they have not paid for?
- Team members who wait for customers to approach them?
- Team members who simply 'supply' goods or fill orders rather than actively and effectively influence customers to purchase products they want or need?
- Team members who sell a single item when a multiple product solution would better meet the needs of the customer?
- Team members who have inadequate product knowledge and 'bluff' with customers rather than refer them to someone more qualified?

Would you like a cost-effective solution to these problems?

This exceptional new program will educate and empower you and your team towards superior customer service and sales performance. Using a format that includes Mystery Shopper activities, the program will remove 'store blindness' in these areas and will take your team to the next level in superior customer service and sales. The program is best for managers, supervisors and senior team members who have responsibility for setting and enforcing standards in customer service and selling. Topics include:

- The Importance of the Customer
- Customer Awareness
- Acknowledging, Approaching & Greeting Customers
- Selling or Supplying
- Duty of Care
- Complete Solution Selling
- The Selling Cycle
- Secondary Selling
- Building Customer Loyalty

The feedback from this program has been phenomenal both in terms of how enlightening and enjoyable it has been on the day but even more importantly the positive impact it has had on the participants when they have returned to their stores.

The more often we run this program the more often our mystery shopper activities reveal how Australian consumers are getting poor service and bad selling. Join us in a revolution to have all Australians enjoy best practice in customer service and selling.

TESTIMONIAL

“I feel motivated and excited to get out in our shop and make a difference. I look forward to passing on my knowledge onto our other team members.”

Pharmacy Assistant, Tumbarumba, NSW