



THE CUSTOMER EXPERIENCE EXPERTS

Influencing and Negotiating Skills

Influencing and negotiation skills during customer interactions are vital to nurturing long-term relationships.

The ability to negotiate with and influence customers to achieve the right outcome is key to effective customer interactions; especially in situations where agents need to overcome customer objections in order to deliver the right solution.

During this workshop your team will:

- Gain an understanding of how they influence people and their natural influencing style
- Have applied a framework for effectively influencing customers, including identifying objections and turning them into opportunities
- Have the opportunity to build their own customised toolkit to take away and use when interacting with customers.

Real-life scenarios bring our training programs to life

At CSBA we believe the most effective training is that which reflects your work environment as closely as possible. That's why we incorporate real-life scenarios in all our training programs, to bring to life the skills and techniques discussed in the workshop.

We will work with you to make these scenarios as realistic and relevant as possible for your team.

Put the person before the process

INTENDED AUDIENCE

Frontline teams

DELIVERY MODE

Onsite (or video conference)

DURATION

Half day (or virtual equivalent)

GROUP SIZE

Approximately 10 participants

CONTACT

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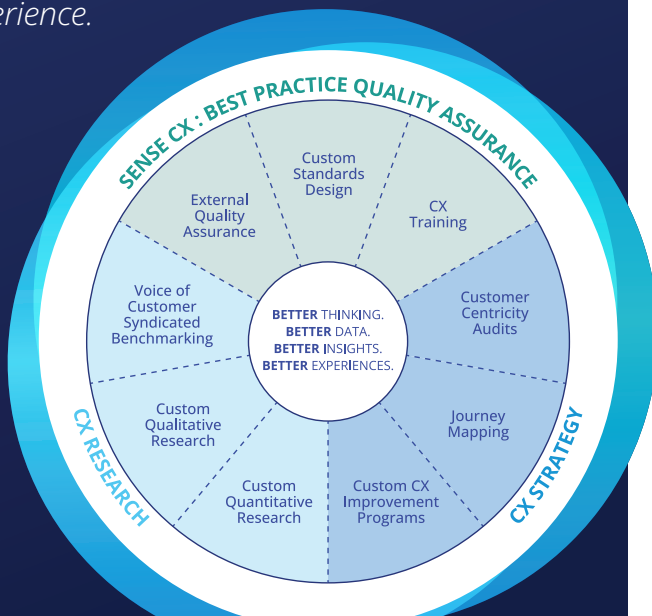
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We provide a 360-degree view and work with you to improve your customers' experience.



Aim

Help participants develop a best practice toolkit of skills and techniques, based around a consultative model for customer interactions, in order to nurture long-term customer relationships.

Benefits

- Team members will take a consistent and structured approach to identifying objections and turning them into opportunities
- The team will be better equipped to maintain customer loyalty.

Course content

- Understand who you are speaking to
 - Be clear of purpose of the interaction
 - Take an empathetic approach
- Identify and understand roadblocks
 - Use effective questioning
 - Understand needs and motivations
- Turn roadblocks into opportunities
 - Understand the difference between influencing and persuading
 - Explain features, benefits and educate the customer
- Call to action
 - Motivate and gain buy-in
 - Be clear on next steps and outcomes
- Follow up & close the loop
 - Complete post interaction actions and agreements

Learning outcomes

By the end of the workshop participants will:

- A clear framework for effectively influencing customers, including identifying objections and turning them into opportunities
- Practiced how to apply these new skills and techniques to different scenarios applicable to everyday interactions

Learning activities

- Structured and organic whole group discussions
- Individual reflection and sharing
- Interactive group activities
- Applied practicing of skills and techniques using real-world scenarios
- Build your toolkit in your own words