Consultative Conversations for Sales and Retention



THE CUSTOMER EXPERIENCE EXPERTS

Understanding and meeting customer needs is critical to retention and nurturing sales leads.

A structured approach to customer interactions helps teams uncover customer needs, reduce handling times, and build long-term loyalty. Providing a consistent and consultative experience ensures customers feel valued, leading to stronger relationships and better outcomes.

During this workshop your team will:

- Develop a best-practice toolkit for consultative customer interactions
- Learn a structured needs discovery approach to improve efficiency, minimise complaints, and drive sales
- Be better equipped to nurture and maintain long-term customer relationships

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)

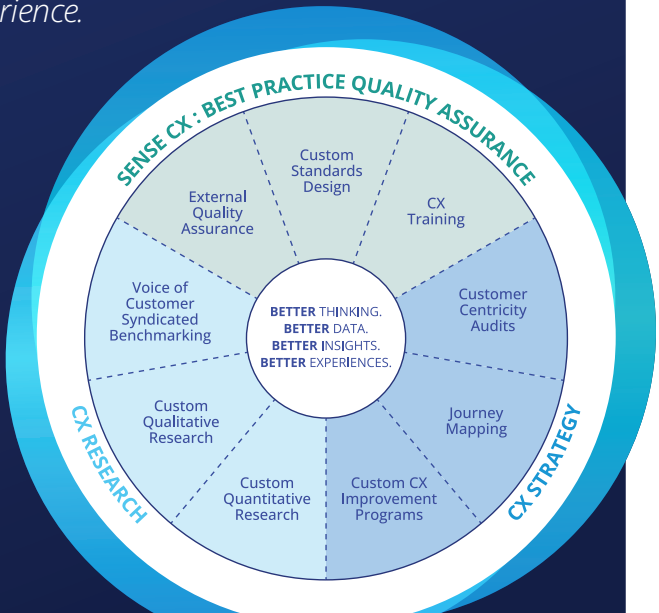
GROUP SIZE
Up to 15 participants

CONTACT

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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

- All team members will take a consistent and structured needs discovery approach to customer interactions, shown to contribute to reduced handling times, minimise complaints, and drive sales
- All team members receive the same message from the same facilitator
- The team will be better equipped to nurture and maintain customer loyalty

Course content

- The three pillars of customer experience
- Talking to humans… and making your day easier. Maintaining control during a customer conversation
  - o First impressions matter: effective introductions
  - o Stop, consult, listen! Clarifying is key
    - – Why needs discovery matters
    - – Using multi-layered questioning techniques
  - o Connecting the dots: Customised solutions
    - – Tailor your response
    - – Turning features into benefits
    - – They don't know what they don't know: answering unasked questions
  - o Wrap it up: Overcoming objections and delivering a call to action
  - o Humans in mind: interact, don't transact
    - – Show you care: Personalising interactions
    - – Recognising different customer cues
- Influencing skills
- Nurturing a sales lead

Learning outcomes

By the end of the workshop participants will have:

- A customer-focused framework upon which to structure sales and retention interactions
- An understanding of a core set of behaviours that are critical when taking a customer-focused approach to sales and retention interactions
- Practiced how to apply these behaviours and techniques to different scenarios applicable to everyday interactions
- The opportunity to build their own customised toolkit to take away and use when interacting with customers, giving them ownership over how they conduct themselves in everyday work 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