

# Skills and Training



## Selling & Customer Service Essentials

### Course Content

This course encompasses elements from both the selling essentials and customer service essentials, with a focus on maximising sales through identifying customer needs, and presenting information a way to encourage the sale.

This session provides a holistic approach to exceeding customer expectations in a service environment.

### Learning Outcomes

Participants will develop a greater understanding of customer behaviours through the use of listening techniques and phrases to better connect with & understand their customers.

Through identifying and understanding where the sale is, you will learn how to keep the momentum moving forward and create

- Brand and History – competitive advantage
- Introduction to the sales Process
- Customer Experience/Perceptions
- Communicating with different Styles of behaviour
- Building the relationship

- Understanding customer needs
- Handling objections
- Closing the Sale
- Overcoming objections
- Features and benefits

### Who should attend?

This course is designed for anyone working in a service environment where you are presenting and selling products or services.

### Delivery Information

Duration: 3 Hours  
Location: State-wide

### Investment

\$275 TCCI member  
\$410 non-member

### More Information?

Call 1300 559 122 today to discuss your training needs including on-site or customised delivery, or email [training@tcci.com.au](mailto:training@tcci.com.au)