

LUXURY  ACADEMY
LONDON

Sales & Marketing

Training



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Customer Service Skills

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Topics Covered:

- Customer Service Principles
- Questioning Techniques
- Customer Service Scenarios
- Handling Complaints
- Telephone Skills
- Body Language



Training Course Description

Every time you offer your service or products to another person, you become a customer service representative and that person is now your customer. Anyone involved in business or organisation therefore needs to know the principals of effective customer service skills. Knowing how to deal with customers in difficult situations, how to response to their requests or concerns or simply providing a positive and memorable experience for your clients helps you and your company to rise above the competition. Customer service is a skill which can be learned and mastered through practice and persistence.

This course introduces delegates to the core principles of customer services. By employing these values and adopting the correct attitude, delegates will be able to handle the vast majority of customer interactions with ease no matter how unusual or complicated they are.

The focus of the course is to teach handling customer service scenarios through a variety of examples as this is the quickest way that delegates learn. Examples are provided for many environments such as retail, face-to-face customer service, help-desk, client meetings, call centre support, medical support and so on. Delegates also explore a number of methods to handle customer complaints, learn how to say 'no' and discover how to tackle different challenges professionally.

By the end of this course, participants will be able to:

- Apply the essential principles of customer services to anyone who wants your 'output'
- Ask effective questions from customers to get results
- Use empathy to maintain rapport with customers
- Professionally respond to a customer's demands & requests while maintaining rapport
- Sequence your sentences effectively to get maximum results
- Handle phone conversations professionally
- Read and interpret body language signals and use them to enhance your communication skills
- Defuse uncomfortable interactions with customers and professionally respond to any problems as they arise

Advanced Customer Care

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates



Topics Covered:

- How to Have the Right Attitude When Serving Customers
- How Customer Service is Conducted in Different Settings
- How to Manage Customer Expectation
- What Not to Say
- How to Handle Angry Customers
- How to Respond to Complaints?

Training Course Description

Any organisation that wants to become successful and remain successful must care for its customers. Satisfying customers' needs is an important objective of any organisation irrespective of whether it is for-profit or non-profit. To do that, a company needs to create customer loyalty where customers can rely on the brand which will satisfy their needs. To create loyal customers, you need strong customer care which is what this course is about.

Customer service is an art and much of it relies on good communication skills and emotional intelligence. To remain skilled it is important to review past experiences systematically and learn from them so when a CSR finds himself or herself in a similar situation again, they would know what to do. This knowledge also adds to their confidence which in turn helps them to provide a better service and thereby stand out from the competition.

When companies become mature in a given industry, there is not a huge difference between their products. A customer can buy a service or product from any of these competitors as they would all have a similar established feature-set. This is when customer service becomes the greatest differentiator between these companies. This is why it is extremely important to allocate resources and training to it as part of a strategy to keep a company competitive.

By the end of this course you will be able to:

- Adopt the right attitude when dealing with customers to increase their loyalty to your brand
- Identify what goes wrong in a poor customer service exchange and use strategies to improve it
- Identify customer expectations systematically and respond to them to improve customer service
- Avoid using toxic phrases that lead to confrontation with customers or reduce their loyalty
- Manage angry customers by reducing the tension using 8 practical methods
- Handle complaints using a variety of strategies to minimise negativity and increase customer loyalty



Sales Skills

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Training Course Description

Since the industrial revolution, the world has gone through a major development frenzy leading to the production of the vast number of products and services that we enjoy today. As the number of products, ideas and concepts have increased, so is the need to inform and convince others of their benefits and applications to personal and professional lives. Sales skills therefore have become a vital part of any successful business and organization. The sophisticated sales industry active today has introduced new selling philosophies and pioneered modern techniques and sales methodologies.

Psychology is one of the main components of this course. There is an emphasis on customer loyalty which is responsible for most sales and long term profitability of any business. As a salesperson you need to take specific steps (relying heavily on many psychological aspects) to create a loyal customer that keeps coming back to you time and again. This course contains many exercises, role-plays, and guidelines to help the delegates master the sales skills during the course and start applying their newly acquired knowledge to their professional lives straight away.



Topics Covered:

- Why People Buy?
- What Framework Should You Follow When Selling?
- What Strategies Should You Follow?
- What is The Best Way to Structure Your Sales Pitch?
- How to Use Modern Approaches of Selling?
- How to Present Yourself Optimally Using Psychology?

By the end of this course, participants will be able to:

- Sell using a structured framework and have the right mentality to maximise your conversion
- Take advantage of modern sales techniques by understanding the difference between the traditional and modern methods
- Focus on the customer's needs and pitch your sale from the most efficient angle to get maximum results
- Phrase your sentences efficiently when selling a product or an idea
- Sell by focusing on the customer using effective modern selling frameworks
- Use the power of the brain to optimise your sales activities
- Read and use body language effectively to enhance your communication skills



Marketing Skills

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Training Course Description

Globalisation has led to a mature market which is flooded with products of all types produced in various corners of this planet. The availability of a sheer number of products means that customers have many choices. Customers never had it so good. Now they can explore a variety of competing products, consider buying them from a variety of retailers and distributors, online or offline.

All this means that those who want to sell in this increasingly crowded market must follow strategies that allow them to stand out from their competition. Employing simple sales techniques doesn't cut it anymore. Successful sellers must now design their products in line with customer's current and future needs as well as market trends and competition. Product design and marketing now go hand in hand to make sure that products are produced for the right market and in a way that will benefit their targeted customers.

In this course, delegates will be introduced to the entire process of marketing and see how each area can benefit their organisation. These areas are systematically explored and exercises are provided so that delegates can apply these techniques to specific scenarios or to their own organisation. Delegates will learn about customer's decision making process, how to segment markets, how to target customers and how to define a marketing mix to target those segments. Many areas such as pricing strategies and various methods of promoting products are explored as well.



A person in a dark suit and white shirt is holding a glowing, golden globe. The globe is surrounded by a network of glowing yellow and green lines and dots, suggesting a global or digital network. The background is dark with some light streaks.

Topics Covered:

- Introduction to Marketing
- Understanding Customers
- Marketing Strategy
- Marketing Mix: Product
- Marketing Mix: Price
- Marketing Mix: Place/Distribution
- Marketing Mix: Promotion
- Marketing Analysis

By the end of this course the delegates will be able to:

- Understand historical approaches to marketing and how marketing process works in practice
- Analyse your company in relation with your competitors and by examining your customers' decision making process
- Segment the market, target each segment and use a marketing mix to address each segment as part of your marketing strategy
- Use product life cycle to decide on your marketing strategy
- Set your pricing strategy using a variety of methods and in line with supply and demand
- Identify distribution channels and setup various ways to get your products to customers ahead of your competitors
- Use four main elements of promotion to popularise your products
- Follow a number of well-established marketing guidelines to maximise your chances of success

Telephone Skills

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Training Course Description

In today's world, phone calls play an important part in our everyday communications in both personal and professional roles. Phone conversations deny us the benefit of making eye contacts or observing others body language to make our interaction more effective. Therefore it is of outmost importance to learn the skills necessary for handling a professional phone call and avoid misunderstandings and unnecessary challenges.

The rise of telephone services

provided in global call centres and the expectation of consumers to get a good service no matter where they call has resulted in an ideal "etiquette". This etiquette must be followed and mastered by anyone who relies on telephone conversations as a mean of communication with customers or colleagues. With the popularity of mobile phones people are now available almost anywhere and at any time and knowing how to handle phone calls has become more

important than ever before.

This course contains a lot of materials that covers different aspects of holding conversations on the phone. Delegates will learn how to handle angry or demanding callers, how to establish rapport, how to obtain information or provide it and how to structure their sentences to get maximum results. The course is suitable for handling business or office phone calls, customer service or sales departments and call centres.

Topics Covered:

- How to Serve People on the Phone?
- How to Establish Rapport?
- How to Obtain Information?
- How to Provide Information?
- How to Hold Telephone Conversations?
- How to Control Your Tone and Your Content?
- How to Deal with Common Scenarios?
- How to Listen?



By the end of this course the delegates will be able to:

- Understand callers' mentality and adopt effective strategies to become more comfortable in handling any situation
- Handle emotionally charged conversations on the phone while staying in control
- Ask ideal questions from callers to maximise information transfer
- Handle your phone conversations professionally and leave a positive impression on the other person
- Handle phone calls based on the types of people you are communicating with
- Provide information clearly and efficiently while increasing retention and checking understanding
- Control your tone and voice, adopt an ideal attitude and choose words carefully to present a positive image of yourself and your services
- Handle challenging scenarios and common situations when interacting on the phone
- Listen actively to callers and demonstrate that you understand their needs

Handling Complaints



Training Course Description

Complaint handling is an essential and useful skill. Whether it is your customer who is complaining, or your client, supplier or even your colleague, you have a great opportunity to see yourself from another's point of view. This feedback can prove to be invaluable and the handling of such criticism can do wonders for the image and productivity of your business.

It is often said that the way you handle a complaint is far more important than the solution you provide. Indeed, research shows that skilled handling can lead to long term customer loyalty. There is also an increased likelihood for your customers to spread the word and let others know about your great service.

Handling complaints well requires practice and an exposure to a wide variety of situations. This course is fundamentally designed around examples and scenarios to accelerate this exposure and help delegates to quickly go through a series of common scenarios. Critical examples are provided on how a particular situation can be addressed poorly and what better alternatives exist in handling such situations. By observing bad attitudes and conversations, delegates can quickly learn what doesn't work and why. This helps them to remember the skills longer and apply them more successfully in real world situations.

Delegates get to participate in interactive exercises, group activities and roleplays to master the skills and become better at handling confrontations, aggressive or difficult people.

Audience: All Levels of Staff
Course Duration: 1 Day
Max Attendees: 20 Delegates



Topics Covered:

- Nature of Complaints
- Listening Skills
- Handling Complaints
- Complaint Handling Scenarios
- Assertiveness Skills
- Body Language

By the end of this course the delegates will be able to:

- Hold a positive attitude towards complaints and appreciate how they benefit organisations.
- Use Active Listening techniques when handling complaints to help establish rapport and leave a positive impression
- Respond to common challenging scenarios and handle complaints in an efficient manner
- How to communicate assertively with customers when handling complaints for a win-win outcome
- Increase the effectiveness of your communication with others using body language



Business Networking

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Topics Covered:

- What is Networking?
- Six Stages of Relationships
- Set Your Networking Goals
- Build an Efficient Network
- Find New Contacts
- Develop Your Pitch
- Attend and Perform

Training Course Description

Whether you are self-employed or working for an employer, you will need to master the art of business networking. Networking allows you to remain in the loop, stay informed of future developments that are not yet made public and to capitalise on people's knowledge and expertise. Business networking requires a systematic approach. You will need to identify what you want to gain from networking, how to allocate your resources, which people to focus on and where to find new contacts. Before attending networking sessions you will need to know how to present yourself using a carefully crafted but casually delivered personal pitch. Your aim is to create a positive and memorable impression on the people you meet through networking. The entire process is simply something that you need to practice on until you become good at each part.

By the end of this course the delegates will be able to:

- Appreciate the power of networking and discover how, if done correctly, it can empower you
- Progress your relationships forward systematically and avoid getting stuck at a certain level with people you want to interact with more
- Decide what you want to achieve when networking while avoiding poorly formulated goals
- Shape and expand your network based on proven principles
- Search for contacts systematically and avoid common mistakes that lead to poor networking attempts
- Design a personal pitch and deliver it with positive impact to gain attention and be remembered
- Use best practice guidelines on social interactions and networking to maximise making contacts and improving your relationships

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