

Reception Clients

Duration

2 days

Public

Every person in a situation of reception of customers and/or suppliers.

Objectives

- To improve the quality of the reception of clients, as well as customer service in general
- To develop a true feeling for the customer
- To help participants establish a confidential relationship with the clientele through increased professionalism
- To help them to adapt their style to different customer profiles and manage the relationship in a harmonious way
- To teach them to optimise each contact

Program

- The key role of staff members in contact with our clientele.
 - What has changed in the attitudes of the actual buyer today
 - How to adapt to these changes
 - The conditions of success
- How to improve customer service and reception
 - The quality expectations of clients today
 - Analysis of our strengths and weaknesses
 - Which attitudes and behaviour to adopt and develop
- “Feeling the customer”: an absolute priority
- How to listen
- How to diagnose true sales opportunities and how to propose solutions in function of the clients’ needs
- How to establish a privileged and durable customer relationship
- How to inform clientele efficiently
- Principal rules to observe in order to ensure an efficient welcome, a good reception and service that clearly differentiates from our competitors

- The art of communication
 - Mechanisms of communication
 - The most important obstacles to communication.
 - Perception differences
 - The importance of non-verbal communication.
 - Active listening.
 - The art of asking the right questions.
 - The importance of open-ended questions
 - Empathy
 - Checking message comprehension
 - 10 ground rules for effective communication.
- Sales techniques for proposing and enhancing the value of service
 - Sales psychology
 - Essential phases of the sales encounter
 - Opening the dialogue
 - Analysing the needs of the client
 - Arguing in function of the clients' needs
 - Handling objections
 - Techniques for closing the sale
- Handling complaints
- Summary and conclusion

Methodology

Alternation of inductive or deductive steps according to the concepts that are to be exposed. Participative and interactive method, leaving a privileged place for discussion and the opportunity to test concretely different behaviours to reach the objective.