



**KEY  
BUSINESS  
ADVISORS**

*Taking Businesses from Good to Great*

# TRAINING COURSES

## Customer Service

### KEYBA Sales Training Program

#### COURSE DESCRIPTION

Customer service needs to be at the heart of your business model. If you wish to be successful it is therefore important for all staff members to provide excellent customer service to potential, new and existing customers.

This program will help you generate positive word of mouth for your business, exceed customer expectations, increase customer loyalty and repeat sales, leading to improved results and business growth.

Customer service skills can often determine the success or failure of a company, so if you would like to take your customer service skills to the next level this program is for you!



\$520 \$440\* (GST inc) pp or

**\$396\* (GST inc) pp for two or more  
from the same business**

**½ Day | 9 - 1PM**

**Please visit our website or call for enquiries  
and bookings:**

[www.keyba.com.au](http://www.keyba.com.au)

1300 4 ADVICE

#### COURSE OUTLINE

Customer Service role  
What businesses need to achieve to survive  
What customers want  
10 Steps to Providing Excellent Customer Service  
The importance of excellent Customer Service  
What makes customers buy a business's products or services?  
How customers make decisions  
Providing excellent Customer Service  
Asking open-ended questions  
Telephone techniques for inbound and outbound calling  
Outbound prospecting and dealing with rejection  
How to turn customers from angry to happy  
Tips on using the telephone  
What is your company's value proposition  
Your company's CRM database  
Demonstrating/Explaining your company's products and services  
The value of cross selling and up selling  
How to promote a product or service  
The value of registering customer enquiries  
Weekly Planner  
The value of collecting information and getting back to customers promptly  
9 Steps to Successful Prospecting and Selling Over the Phone



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#### Why train with us?

- ♦ Take-home course manual
- ♦ Class experience relevant to industry
- ♦ KBA Certificate of completion
- ♦ Experienced, professional and friendly instructors

**Premium training courses for small and medium sized businesses**  
Providing quality training to take businesses from Good to Great since 2008.