

OCEG's Sales & Marketing Series

1. Customer Service Skills

Knowing how to deal with customers in difficult situations, how to respond 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.

2. Global Customer Care Professional

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. These skills and knowledge also adds to their confidence which in turn helps them to provide a better service and thereby standing out from the competition.

3. Handling Customer Complaints

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. There is also an increased likelihood for your customers to spread the word and let others know about your great service.

4. Overcoming Sales Objections

Experiencing a sales objection can be a disheartening event. Through this course your delegates will learn how to eliminate the objection and push through to get that sale. Even the best quality services or items can be turned down, and learning how to overcome these denials will be of great benefit. Overcoming Sales Objections is an essential part of the sales process, as it will open up a whole new set of opportunities. It will produce new sales and provide an ongoing relationship with new clients.

5. Marketing Basics

Marketing is an essential element for every business. Delegates will be given an introduction to marketing and its benefits. This course will provide the basic knowledge to your delegates, and give them the ability to build and grow your business. Marketing has changed a lot recently and having a new perspective will give your participants the needed information to assist them in their marketing decisions.

6. Sales Fundamentals

Sales skills have become a vital part of any successful business and organization. Whether you are directly involved in sales as a salesperson or the production of products or services, knowing how to sell is an incredibly useful skill.

This course introduces traditional and modern selling techniques and prepares the delegates for a variety of sales environments from retail and customer facing selling. It contains 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.

7. Telephone Skills for Better Sales & Service

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 course on mastering the art of professional phone conversations is suitable for Employees, Call Centre Staff, Customer Service Personnel and anyone who uses phones regularly.