



Professional Sales & Customer Service Counter Person Course

Online Video Training Course

A Positive Attitude is Everything

Online Customer Service Training

This Online Training System is

- Affordable
- No travel costs
- Significantly less of an investment than live training (per employee)
- Convenient
- All you need is a computer with an internet connection and speakers
- Effective
- Measurability is built-in
- Easy to track which employees have completed which courses
- Educating, informative and entertaining
- Professional actors portraying real-life, often humorous situations
- Scripted by Excel Sales Consulting, Directed and Filmed by award winning film producers
- Comprehensive
- Eight Modules per course: Relationship Selling Skills Course and Mastering Customer Service Course

Increase Store Sales, Profitability and Productivity!

The POSITIVE Sales Process will give your selling style a complete makeover, refine your closing techniques, and give your sales numbers a major boost. Offering a fresh, new relationship-building guide, this course will totally transform your work environment.

At the heart of the process is the authentic adoption of a positive attitude, some valuable time-management principles, and methods of creating a successful outlook. In no time at all, you will be making a positive, lasting impression on each and every customer - using professional greetings, phone skills and eye contact, and handling interruptions with ease. You will also be engaging customers as you ask the right questions, identify their needs, address their concerns, and supply them with everything they need as you close their sales with confidence.

This course offers foolproof techniques for problem-solving, building a team spirit with customers and maintaining a high level of professionalism. Adopting the POSITIVE Sales Process will make your work more enjoyable, improve your relationships with customers and boost your sales. See for yourself!



Let Norman Rose guide you through the complete, on-line POSITIVE customer service sales and training process.



Online Customer Service Training

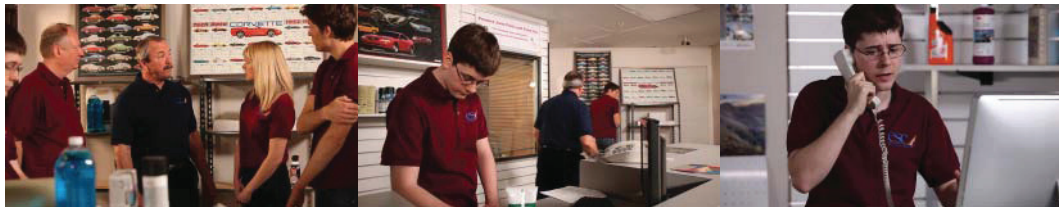
Videos are an important part of this course, demonstrating optimal customer service and selling methods as well as incorrect ones.

- A short quiz follows each video.
- Then a scorecard lets you record how you view your selling and customer service skills, helping you identify areas that need improvement.
- The final step involves goal setting and completing an action plan for achieving those goals.

Hear what the professionals are looking for when it comes to customer service.



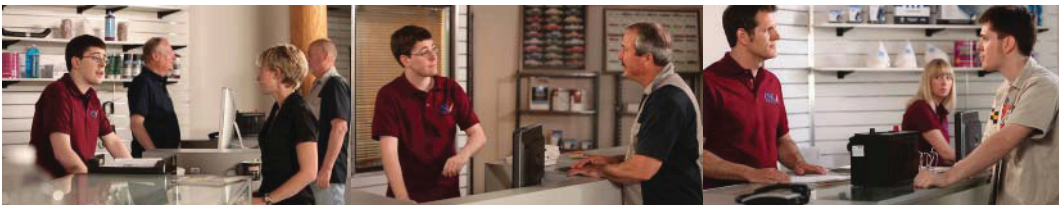
Observe areas that are working well, and areas that require improvement.



Improve co-worker relationships

Manage your daily tasks

Use professional telephone skills



Avoid prejudging customers

Use professional greetings

Close the sale



Involve the customer

Overcome objections

Resolve complaints

Course Outline | Positive Sales and Customer Service Process

Module 1



POSITIVE MINDSET

- Techniques in maintaining a daily positive attitude
- Developing employer and co-worker relationships
- Flexibility in the workplace
- Developing self confidence

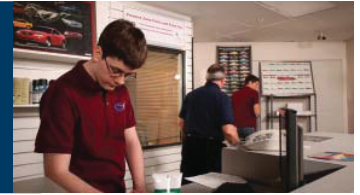


Module 2



ORGANIZATIONAL SKILLS

- Establishing your daily objectives
- Collaborative goal setting with your manager and sales team
- Creating customer service consistency
- Planning your success, prioritizing and managing tasks

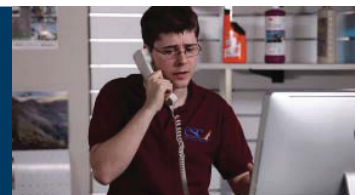


Module 3



SATISFYING THE CUSTOMERS

- Understanding customer expectations
- Professional phone manners
- Dealing with difficult people
- Techniques to build customer rapport

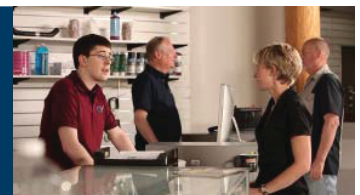


Module 4



IMPRESSION

- Creating a positive impression every time
- Avoiding prejudging
- Being genuinely interested in the customer and applying focus
- Maintaining a professional image

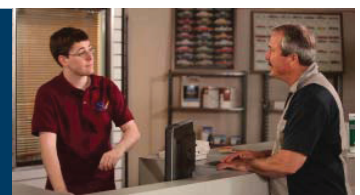


Module 5



TALKING ABOUT THEIR NEEDS

- Asking appropriate questions to identify needs
- Actively listening to your customer
- Having a thorough understanding of your customer's needs
- Confirming the next action



Module 6



INVOLVING CUSTOMERS IN THE DECISION PROCESS

- Developing your presentation and involving all the decision makers
- Being knowledgeable about your offering
- Presenting the right solutions with passion and enthusiasm
- Overcoming objections



Module 7



VICTORY

- Overcoming objections
- Asking for the sale
- Being confident when asking for the business
- Offer related products and services

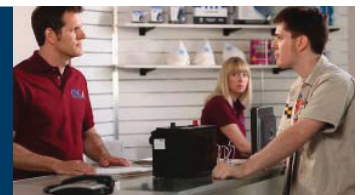


Module 8



EARN CUSTOMER LOYALTY

- Gaining commitment and loyalty - inviting people back
- Continuing to help your customers achieve their goals
- Always be respectful, professional and appreciative of their business
- Continue to offer consistent service



Professional Sales and Customer Service

Sample Self-Evaluation Exercise

How do you rate yourself? Rating Process: **R=Rarely** **S=Sometimes** **C=Consistently**

P	POSITIVE MINDSET	R	S	C
	I make a daily commitment to be positive.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I avoid criticizing and placing blame on others.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am generally optimistic and respect my company's goals.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O	ORGANIZATIONAL SKILLS	R	S	C
	I am well organized.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I establish daily objectives and write out a daily 'to-do' list.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I generally do difficult tasks first, rather than procrastinate.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
S	SATISFYING THE CUSTOMERS	R	S	C
	I tend to rush customers on the phone.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I offer at least one related add-on for every sale I make.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I always answer the phone in a friendly, upbeat manner.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I	IMPRESSION	R	S	C
	I listen well to both internal and external customers.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am well groomed and have a neat and tidy appearance.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I create a positive impression with difficult customers. I remain patient and willing to help..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
T	TALKING ABOUT THEIR NEEDS	R	S	C
	I ask if I can take a few notes when I am dealing with customers in person.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I ask the right questions to identify needs. I avoid jumping into presenting solutions too quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am patient and avoid rushing customers to tell me what they need. I am a good listener..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I	INVOLVE THE CUSTOMER IN DECISION MAKING	R	S	C
	I involve my customers in the decision process. I don't presume to know what they need...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I summarize their needs before moving on to the product presentation and closing stage..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I avoid prejudging what the customer wants, clearly communicating what I think they are saying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
V	VALIDATE THE ORDER	R	S	C
	I am calm and confident when I ask for the sale.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I present the right solution with enthusiasm.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I ask for feedback when presenting solutions, without overwhelming with technical information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E	EARN CUSTOMER LOYALTY	R	S	C
	I have a strong commitment to teamwork, to keep our customers satisfied.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I realize that our customers have choices to buy their products. I don't take their business for granted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I strive for customer service excellence with our existing customer base.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E	I continue to set goals to improve my customer service, relationships and selling skills, making adjustments to improve.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Professional Sales and Customer Service - Goal Setting

Goal Setting

Review your score card and;

1. Prioritize areas that you would like to improve on.
2. Fill in your goal sheet with your specific goals and action items.
3. Keep your goal sheet accessible so that you can work on your goals daily.
4. Create a mindset that you will achieve your goal! Personal belief, acknowledge the importance of having conviction to complete your goals.

Skill to Improve	Start Date	What is Your Action Plan?	How Long Will You Focus on The Skill?	What is Your Expected Outcome?
1.				
2.				
3.				

Online Sales & Customer Service Training

5 Step Strategic Training Process & Sustainability Plan

1

ESTABLISH EXPECTATIONS

- One-day, in-person, Manager workshop to guide them through the whole process (a "Train The Trainer" program).
- President or Senior Store Management sends out a message on consistency expectations.
- Senior Management sends out monthly expectations for positive changes to be implemented in that particular month;
- Sample Deployment Schedule: Week 1: Start Module; Week 2: Submit Goals; Week 3: Managers Conduct One-on-One Meetings; and Week 4: Team Meeting for Staff Who Have Completed Weeks 1-3.

2

COMPLETE MODULES

- Counter Person completes individual course modules and, upon completion, shares goals with Managers.
- During the course, Senior Management sends out consistent positive messages to all course participants, sharing successes and changes that have been reported by Managers from their stores.
- Management sets specific time frames for module completion.
- Excel Sales Consulting conducts follow up webinars after each module with Senior Management.

3

GOAL REVIEW & COACHING SESSIONS

- Managers review goals with Counter Person and conducts one on one coaching sessions.
- Excel Sales Consulting reviews progress reports with Management.
- Managements seeks continual feedback from Counter Staff.
- Management ensures review and implementation of store consistency checklist after each module.

4

ASSESSMENTS

- Managers hold team meeting specifically for module with all counter staff that have completed module and had one on one coaching session.
- Excel Sales Consulting assesses individual Manager's activity (coaching activities, team meetings, store goals).
- Management observes behavioral changes at the store level.
- Management follows up to ensure goals are set and followed through.

5

RESULTS & FOLLOW UP

- Implement store goals and monitor internal store behavioral changes and collaborate with Excel Sales Consulting on results and challenges.
- Excel Sales Consulting does follow up webinars with Managers who have completed the Manager Workshop and provide an environment to share results, challenges and opportunities.
- Excel Sales Consulting provides completion checklists, and electronic tracking mechanisms to Management after modules have been completed.



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SALES CONSULTING

a POSITIVE ATTITUDE IS EVERYTHING ®