

Essential Dealership Training Workshops

Delivering powerful customer retention strategies

This workshop is designed to equip participants with the confidence, skills and insight required to make an influential contribution to customer loyalty.

Participants will learn the ethos of customer retention, their personal power to influence and how to deliver powerful retention strategies.

Benefits to you and your organisation

- The delivery of strategies that empower long term customer retention
- The development of key customer handling skills and techniques
- Getting your business noticed, remembered and referred
- Diverse financial rewards associated with long term customer retention
- Increase in staff motivation and loyalty through improved morale
- Break the 'customer replacement' marketing mould

Core content

- Understanding the facts: What is customer service and why is excellent service so rare?
- Recognising the influential power of the employee
- The moment of truth-developing the shape of things to come
- Recognise customer behavioural traits
- Hit or miss? 6 ways to ensure positive customer perception
- Identify the 7 qualities of a positive first impression
- Appreciating lifetime customer values
- Discover the 10 types of company practice that encourage customer loyalty
- Turning "I can't help you" into "I can help you"
- Sorry seems to be the hardest word
- Softening the impact of bad news-7 key steps
- Understanding complaints and the benefits they bring
- Whose fault is it anyway? Does it matter right now?
- Learn the 6 do's and don'ts of handling complaints
- Dealing with an angry customer-the 5 fundamental steps to customer retention

Who should attend?

This course is designed for all staff members, regardless of title, who have a responsibility to interact with the customer.

Duration: 1 day

Number of participants: up to 12

For more information, please contact Essential Dealership Training

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