

# Customer Centricity Excellence for Sales

Examine the dynamic interaction between sales and service gain the knowledge and abilities to provide unmatched client experiences. Learn the benefits of placing your customers at the center of your sales strategy, cultivating loyalty, and creating brand evangelists.

## AUDIENCE

Sales professionals

Sales Teams

## VALUE

Equip participants with the knowledge and skills they need to enhance the professional image with the customer base.

Learn how to increase customer retention and achieve revenue growth.

Improve the participants' conflict resolution skills.

Create a competitive advantage in the industry.

## OBJECTIVES

- Understand the role of customer-centricity in the sales process.
- Apprehend the key customer service components that develop brand loyalty.
- Discover the best practices of world-class customer service to put the customer at the center of your strategy.
- Develop a customer-focused mindset.
- Learn service recovery strategies to promote customer retention.

## CONTENT

### The Synergy of Sales and Service

- The relationship between sales and customer service
- The impact of excellent service on sales success

### Delivering Exceptional Customer Experiences

- Components of excellent customer experience
- The customer-centric mindset and its significance
- The customer service expectations
- Techniques and strategies for achieving and exceeding customer expectations

### Enhancing Your Customer Service Communication Skills

- Active listening and questioning skills to identify a customer's expectations
- Body language: how to read your customer like a book
- The do's and don'ts of written communication

### Navigating Challenging Customer Situations

- The art of giving and receiving constructive feedback
- Strategies for handling difficult customers
- De-escalation techniques to resolve conflicts and maintain positive relationships
- Turning dissatisfied customers into loyal advocates

## METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

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