

# Recognizing and Capitalizing on Sales Opportunities in Customer Service

Customer service professionals are on the front lines of every business, interacting with customers on a daily basis. This course is ideal for customer service professionals who are new to sales or who want to learn how to sell more effectively.

## AUDIENCE

This course is ideal for customer service professionals of all levels of experience. It is also ideal for customer service professionals who are new to sales or who want to learn how to sell more effectively.

## VALUE

- Build relationships with customers and become trusted advisors
- Provide a better customer experience
- Increase their sales skills and contribute to their company's bottom line

## OBJECTIVES

- Understand the importance of sales opportunities for customer service professionals
- Qualify sales opportunities effectively
- Sell in a customer-centric way
- Apply active listening techniques to engage with customers, uncover their needs, and build relationships.
- Customize product or service recommendations to align with individual customer needs, goals, and preferences.

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## CONTENT

### Introduction to Sales Opportunities in Customer Service

- Understanding the importance of sales in customer service
- The role of customer service in revenue generation
- Building a customer-centric approach

### Identifying Sales Opportunities

- How to identify sales opportunities in your interactions with customers
- Identifying sales opportunities in a customer-centric way
- Common signs that a customer is interested in buying
- Understand the customer's buying process

### Effective Communication and Active Listening

- The art of active listening
- Probing questions to uncover customer needs
- Building relationships with customers

### Qualifying Sales Opportunities

- What is sales qualification?
- The different criteria for qualifying sales opportunities
- How to qualify sales opportunities effectively

### Providing Tailored Solutions

- How to craft a compelling sales pitch
- Customizing product or service recommendations
- Aligning solutions with customer needs and goals
- Crafting persuasive recommendations

## METHODOLOGY

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

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DAYS