

Post-Sales Follow-up and Service

Explore the art of nurturing customer relationships, ensuring satisfaction, and uncovering new opportunities in the post-sale phase. Learn how good customer service and follow-up not only promote client loyalty but also pave the way for upselling and cross-selling.

AUDIENCE

Sales professionals

Sales Teams

VALUE

Equip participants with the needed techniques to increase customer loyalty.

Teach the participants how to spot opportunities for higher revenue through upselling and cross-selling

Develop improved reputation and word-of-mouth marketing.

OBJECTIVES

- Develop and implement effective follow-up strategies to nurture customer relationships.
- Provide exceptional post-sale service to meet and exceed customer expectations.
- Identify upselling and cross-selling opportunities to maximize revenue.

CONTENT

The Foundations of Post-Sale Excellence

- Exploring the phases of the customer journey beyond the initial sale
- The importance of post-sales follow-up and interactions
- Recognizing the long-term value of loyal customers

Optimizing Post-Sales Success

- The customer-centric approach to post-sale services
- Techniques for excellent post-sales follow-up
- Resolving post-sale challenges with finesse
- Converting challenges to opportunities

Mastering Cross-selling & Up-selling

- Recognizing the needs within your customer base to identify opportunities
- The significance of the right time
- The need for in-depth product/service knowledge
- Up-selling and cross-selling techniques and strategies
- Crafting persuasive offers and recommendations

METHODOLOGY

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

CONTACT

info@horae-group.com +961 76 865 759
+20 128 8898308

1
DAY