

## **Customer Relations Skills**

***"Super service companies sell service rather than price or product, and customers often buy service rather than price or product."***

### **Course Content:**

- Introducing customer relations
- What is good customer service
- The Human Factor and first impressions
- Identifying the needs and expectations of your customers
- The key foundations of quality consistent service
- Communications Skills – active listening/questioning
- Dealing with difficult people and situations
- Service that sells



### **Learning Objectives:**

On completion of this course, participants will be able to:

- Clearly identify how they can become more effective in dealing with customers
- Create more repeat business
- Understand Customer Expectations
- Develop a planned approach to delivering quality consistent service
- Understand the importance of internal customer care
- Deal effectively with difficult people and situations
- Capitalise on sale opportunities

**Programme Facilitator: Quantum Training Ltd**

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