

Customer Care

Customer Care asks delegates to consider how to; attract new customers, retain their existing ones and sell more to all their customers. The course lasts for 8 hours and focuses on how to deliver customer service that ensures customers make return visits and receive excellent after-sales care.

Key questions we address on the course

- Why should a customer walk through your door rather than a competitor's?
- Why don't customers like to be sold to but love to buy?
- What can you do to ensure your store offers outstanding ACE (Active Customer Engagement)?
- How do you look after your customers- do you have a clear plan for "after sales" customer care plan?

Key course topics

- Defining your USP (Unique Selling Proposition) and understanding how this attracts customers
- Sharing the knowledge, skills and techniques of ACE to achieve success – to delight your customer with a level of personal and friendly service that exceeds their expectations
- Visual impressions – bricks, clicks and mobiles
- Your brand is your shop – not the brands you sell!

Who should attend

- Sales staff
- Store Managers/Assistant store Managers
- Department supervisors

Benefits

- An opportunity to focus on the most important person in your business – the customer
- Practical tips and skills to implement back in-store to enhance your customer service

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