

THE IN-HOUSE TRAINING COMPANY

Building a customer mentality – think and act customer!

Overview

A one-day immersion course in building a customer mentality, designed to help foster the attitudes and beliefs that drive exceptional customer-focused behaviours.

Participants will develop a way of thinking and behaving that will produce a greater inherent awareness and appreciation of customers and their buying potential. They will develop attitudes and beliefs that drive exceptional customer-focused behaviours.

Training objectives

As a result of this course, all the participants will:

- Recognise what makes a customer to buy
- Understand the drivers of customer loyalty
- Understand the dynamics of customer relationships
- Develop customer-focused behaviours
- Talk the customers' language, building trust and rapport
- Take responsibility for creating a positive customer experience
- Get over the confidence threshold

The over-riding objective is that every participant will in future deploy exceptional customer-focused attitudes and behaviours as a matter of course during every customer interaction.

Audience

This unique programme is invaluable for anyone who deals with customers and is a vital underpinning for other customer-facing skills, eg, sales, account management, customer service.

Format

This one-day immersion course focuses on creating awareness, developing attitudes and beliefs and embedding newly-acquired skills and behaviours as habits. It is highly interactive, very powerful – and great fun!

Special feature

A written course outline cannot do justice to this programme, so if you are tempted by it but want to see it in action first, why not 'try before you buy'? The expert trainer is an associate with a consultancy that runs open programmes on a regular basis, so if you want to sample the course first just give us a call and we will put you in touch.

The expert trainer

Marilyn began her career in banking and IT and then spent some 16 years in IT recruitment, becoming a director with an international advertising and recruitment group before running her own successful independent consultancy specialising in retained and exclusive business. She has built on this experience to provide focused sales, customer service and management training. In addition to her other training work, Marilyn is currently a guest lecturer in management skills for the London School of Marketing, delivering part of a programme working towards Chartered Institute of Marketing qualifications. She is herself highly qualified and experienced, with a Diploma in Performance Coaching (Business) and being a member of the Institute of Directors, the Chartered Management Institute, the Chartered Institute of Personnel Development and the Institute of Business Advisors.

Course outline

1 Stepping into the customer's shoes

Focus: awareness of what customers are thinking and feeling

- Recognising what drives a customer to buy
- Understanding the drivers of customer loyalty
- What is a customer 'relationship'?
- What customers look for in a relationship
- Developing customer-focused behaviours

2 Creating a favourable impression

Focus: awareness of how we operate in certain situations and awareness that there are courses of action open to us that can create more favourable outcomes. Only once we are aware of what we do can we take steps to consciously change what we do to improve our performance.

- Talking the customer's language
- Building trust and rapport
- Being assertive and professional
- Handling objections effectively
- Building a customer-focused mentality

3 Getting into a customer 'frame of mind'

Focus: developing attitudes and beliefs that drive customer-focused behaviours. Leadership in sales and customer service is not achieved by mastering a process or a script but by making customers and prospects feel respected, valued and understood.

- Developing supportive beliefs
- Taking responsibility for creating a positive customer experience
- Getting over the 'confidence' threshold
- Embedding the mentality

4 Being proactive

Focus: embedding newly-acquired skills and behaviours as habits.

- Practice makes perfect
- Turning skills into habits
- Supporting your own development
- Hints and tips to translate the learning into competencies that are engrained in everyday activity

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**TO DISCUSS YOUR TRAINING REQUIREMENTS
PLEASE CALL 01582 469080**

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