High Performance Service and Sales

How Your Organization Will Benefit

When you implement High Performance Service and Sales, your organization will benefit from:

- Increased sales through a strategic, customer-focused service and sales approach
- A workforce skilled at uncovering the wide range of business needs at different decision-making levels
- Greater visibility within an account through strategies that gain access to decision makers and influencers
- A workforce equipped with tools to differentiate themselves and your organization in a competitive marketplace
- Stronger, more profitable relationships with new and existing customers
- Increased customer satisfaction and loyalty through solutions that address specific business issues and objectives
- Higher customer retention through a workforce skilled at demonstrating their value as trusted business partners
- A common language and approach to account development, resulting in improved communication, teamwork, and cooperation among your workforce

Program Highlights

During this highly interactive workshop, participants will enhance their ability to:

- Prepare for the call so the customer sees the value in having the conversation
- Foster communication and understanding on a deeper, more human level through the use of EQSKILLS® Communication Tools
- Gain an in-depth understanding of the customer's situation and needs to develop a compelling recommendation
- Present persuasive recommendations that clearly address customer needs and motivate the customer to take action
- Professionally conclude customer calls by gaining commitment to meaningful action steps toward doing business together and completing all post-call activities
- Build customer satisfaction and increase sales by seeking new opportunities to help customers

How Learning Takes Place

High Performance Service and Sales offers a comprehensive approach to improving service and sales professionals' performance with customers. The program ensures that participants master the skills and concepts presented by employing a variety of interactive training methods:

- A prework assignment to set the stage for a successful learning experience
- Short readings to familiarize participants with program skills and concepts
- Applications exercises to enhance participants' understanding of how to apply program skills
- Video and audio to illustrate skill use in realistic sales and service situations
- Discussion to explore ideas and share best practices
- Group exercises to reinforce skill use
- Case studies and role plays to apply program concepts and skills to real-world situations
- Practice exercises to allow participants to practice and evaluate their skill use in realistic interactions