

BUILD RELATIONSHIPS GAIN LOYALTY STRENGTHEN THE BOTTOM LINE

Loyal customers. They're the engine of every business. Yet how do companies equip employees to perform their role of winning and retaining customers? Of figuring out customer priorities? Of applying tested strategies to foster enduring relationships?

Dale Carnegie Training® brings companies the right tools to cultivate valued, lasting customers. These include practices to help employees become good interpreters of what customers want today, and expect tomorrow. We present the most effective tactics for overcoming customer dissatisfaction and client defection. We even offer strategies employees can use to negotiate big wins for both their companies and their customers.

With an emphasis on the skills needed to build external and internal relationships, our training tackles issues such as how people can partner across functions to exceed customer expectations, initiate new services to generate add-on and cross-selling opportunities, and leverage industry-wide "best practices" to strengthen customer ties.

Companies tell us the training brings measurable gains in improved service quality, better resolution of customer conflict, increased customer loyalty, and on the bottom line.

Develop Your Organization's Competitive Edge - People

Visit our web site at
www.dalecarnegieindia.com

The vast majority of Dale Carnegie Training® local franchising organizations in the U.S. have been accredited by the Accrediting Council for Continuing Education and Training (ACCET).



Time Commitment: Six Sessions

At a glance	Participants learn how to:
1. Defining Superior Service	Benchmark "best practices" industry-wide Identify current customer needs Anticipate customer expectations Deliver excellent customer service Measure customer service performance
2. Providing Sales-Related Services	Know the customer Use the "customer continuum" to profile a client Initiate services to create add-on and cross-selling possibilities
3. Resolving Customer Conflicts	Recognizing the types of customer behavior Resolve customer resistance Deploy our unique sequential process to work with dissatisfied customers
4. Negotiating with Customers	Apply the three principles of successful negotiation Develop forceful letters of negotiation Capitalize on the win-win model of negotiation
5. Satisfying Internal Customers	Reduce internal stress Use a proven process for solving internal problems Improve internal communications Take a group approach to discover underlying problems
6. Excelling at Customer Service	Leverage skills, tools, and processes to generate superior customer service Track the results of improved customer satisfaction