

FOCUS ON...

Focus on Sales Skills & Customer Service

69% of professional buyers rate the selling skills of sales people that call on them as 'poor' or only 'fair'

And of those buyers, only 1% of them rated those sales peoples' skills as excellent. Along with low scores on sales skills, respondents also claimed that sales people 'talk too much' and demonstrate little or no listening skills.

According to Kevin Fox, Managing Director of Business Linked Teams, this is a common complaint. "Sales people need to challenge the way that they see themselves. In most cases they would really benefit from taking on the role of 'problem solver' and realising that success in the customer's eyes is all about diagnosing and prescribing – listening to what is needed and matching their product or services to that need". Source – Communispond Inc.



Develop your Team's Sales Skills

The BLT Essential Sales Skills training programme is a highly pragmatic programme focused on giving delegates a range of practical skills and techniques. Delegates will learn to:

- ✓ Understand the customer buying process and use customer segmentation to maximise the effectiveness of the sales process
- ✓ Use advanced communication techniques to build rapport with customers
- ✓ Apply a range of strategies to communicate product benefits and to create value for the customer
- ✓ Negotiate to overcome objectives and minimise price reduction
- ✓ Effectively manage ongoing customer relationships and deliver first class customer care

6 Customer Service Statistics for 2011

With the rapid changes in what customers really want, here are some interesting statistics to keep in mind for 2011.

1. Even in a recession, customer experience is a high priority for consumers, with 60% often or always paying more for a better experience - Source: Harris Interactive, Customer Experience Impact Report
2. A dissatisfied consumer will tell between 9 and 15 people about their experience. About 13% of dissatisfied customers tell more than 20 people - Source: White House Office of Consumer Affairs, Washington, DC
3. 86% of consumers stop doing business with a company because of a bad customer experience, up from 59% 4 years ago - Source: Harris Interactive, Customer Experience Impact Report
4. For every customer complaint, there are 26 other customers who have remained silent - Source: Lee Resource Inc
5. Happy customers who get their issue resolved tell 4 to 6 people about their experience - Source: White House Office of Consumer Affairs, Washington, DC
6. Attracting a new customer costs 5 times as much as keeping an existing one - Source: Lee Resource Inc.

Training Programmes to Meet your Needs

If you would like to find out more about how we can help you to develop excellent Sales or Customer Service training, then please contact us on 00 44 (0) 845 519 0121 or visit our website

10 Top Tips for Effective Negotiations

- ✓ Prepare and establish your goal – be clear what you want to achieve
- ✓ Use fact finding techniques to find out what the customer wants / needs
- ✓ Know your competition – get to grips with their products and prices
- ✓ Present the value – focus on selling the benefits
- ✓ Use your listening and questioning skills to get to the heart of the issue
- ✓ Establish a back up plan and prepare alternative options
- ✓ Deal with and resolve objections when they arise
- ✓ Know your limits !
- ✓ Aim for a win / win to ensure a positive, ongoing relationship
- ✓ Know when to keep quiet – give the customer the opportunity to say 'yes'