

AFTER SALES
WORKSHOP GUIDE



CONTENTS

CONTENTS	2
LEARNING OBJECTIVES	2
INTRODUCTION	3
FEATURED VIDEOS	3
VIDEO 1 - COMPANY LOYALTY	4
VIDEO 2 – TEAM AND CUSTOMER LOYALTY	5
AFTER SALES – PRACTISE	6

LEARNING OBJECTIVES

At the end of the session delegates should realise the value and importance of taking pride in their work and being loyal to both the company their work for and the colleagues they work with.

Each delegate may be given a Personal Action Plan to record any learnings and personal development commitments that they make as a result of this training.

INTRODUCTION

This guide is designed for a manager or a facilitator to deliver a short workshop featuring videos from the Video Arts Customer Service Essentials Series. Each video comes with a series of activities around the following structure:

LOOK - watch the video and reflect on the content and message.

THINK - activities and questions linking the video to their own experience and workplace.

REMEMBER - a summary of the key learning points.

Each section relating to the video will last around 15 minutes.

PRACTISE - At the end of the series of videos there is a 30 minute practical training exercise which will bring the learnings together. Delegates should be encouraged to record any personal development actions on their Personal Action Plan sheet.

FEATURED VIDEOS

- Company and product loyalty (A load of tat glued together)
- Team and customer loyalty (Who sold you this then?)

VIDEO 1 - COMPANY LOYALTY

LOOK (play the video, 3 minutes)

The scenario is an after sales issue with a washing machine. 'Bad Service' runs down the product and the company as a whole.

'Good Service' offers reassurance, takes responsibility, resolves the issue and leaves the customer happy and confident in her purchase.

THINK (discussion, 10 minutes)

Why do you think that the first service adviser is so negative about the company and its products, even down to the pen?

Perhaps he was having a bad day or he didn't rate the salesman...

What impression do you think that this has on the customer?

It made the customer lose confidence in the product, the company and the adviser. The customer would tell her friends, she wouldn't buy from the company again...if everyone did that they'd be no company.

What did 'Good Service' do well?

Used the customer's name, identified the issue and resolved it quickly, reassured the customer, highlighted the company's achievements and the products key features, left customer with contact details for the future, went the extra mile with the service contract and pen.

Do any of the team have personal positive experiences like this?

REMEMBER (recap, 2 minutes)

To the customer, you are the organisation, so don't rubbish the company. You are key to building the customer's faith in the organisation so be proud of where you work and what you do.

- To the customer you are the organisation
- Support your organisation
- Be proud of what you do
- Be proud of your products and solutions

VIDEO 2 – TEAM AND CUSTOMER LOYALTY

LOOK (play the video, 3 minutes)

The scenario is an after sales issue with a printer, one of many that a customer has bought.

'Bad Service' doesn't really investigate the problem, he immediately jumps to conclusions and puts down both the customer and his colleague who sold the product, trying to make himself look more knowledgeable in the process, but failing.

THINK (discussion, 10 minutes)

Why did 'Bad Service' talk about Wheeler Dealer Dave?

Maybe a competitive or arrogant attitude, trying to look more knowledgeable, trying to avoid having to do a thorough investigation of the issue.

What effect did these comments have?

Undermined the customer's confidence in the product, the sales person, the company and the engineer himself, and could have made the customer return a large order.

What would have happened if 'Good Service' hadn't stepped in?

Customer could have returned order or complained.

What did 'Good Service' do well?

Found the issue, explained it clearly without making the customer feel bad, arranged for a convenient time to repair the printer, managed the customer expectations, thought beyond the immediate issue and realised that other printers may be at risk, saving a lot of inconvenience all round, sorted stickers out to prevent the issue happening again.

Do any of the team have personal positive experiences like this?

REMEMBER (recap, 2 minutes)

You are part of a team, so be loyal to your colleagues - support them and what they do. Be loyal to your customers too, you are not there to judge them and it will help you get the best for them.

- Don't rubbish your colleagues / clients
- Get the best for your customers

AFTER SALES – PRACTISE

This exercise is about the power of positivity and will demonstrate the effect that negativity has on those around you.

Choose a topic of conversation, something that the group have in common; this could be anything from working for the same company, the weather, love of sports, or a current TV programme. Feel free to involve the whole group- in deciding the topic of conversation.

Split the group into pairs and ask one of each pair to leave the room whilst you brief the first group, advise the second group to await their own briefing.

Brief the first group to wait for the other person to start a conversation and then respond as positively and enthusiastically as they can to anything their partner says, whilst trying keeping the conversation going. Ask them also to be aware of their state of mind throughout.

Brief the second group to start a conversation with some form of negative comment about the chosen topic. It's their job to be negative throughout the whole conversation, to reply to their partner but to do nothing extra to keep the conversation going. Ask them also to be aware of their state of mind throughout.

Gather the groups together, ask them to pair up again and to sit facing each other and prepare to have a five minute conversation about the chosen topic.

After the time has ended ask the group to share their experiences and observations about their own state of mind. Some questions to put to the group are:

Who won over the partner most, positive or negative person?

How easy was it to keep the conversation going faced with such negativity?

How did you feel having to be constantly negative?

What impact on your mood did the positive person have?

How did the positive pairing feel at the end of the conversation?

After completing this practical exercise, delegates should be aware of the impact of positive approaches and the damage that negativity can do to themselves and those around them.

Invite each delegate to capture at least one thing that they will do differently in their workplace as a result of this exercise.