

SERVICE FOR SALES

WORKSHOP GUIDE



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LEARNING OBJECTIVES

At the end of the session delegates should be more familiar with the sales process, be able to identify additional customer needs and be able to confidently up sell and cross sell products.

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

- Discovering their needs (I wonder why he didn't buy any undercoat?)
- Storytelling (I remember a couple buying the very same bed)
- Dealing with objections (I thought this was a slam dunk?)

VIDEO 1 - DISCOVERING THEIR NEEDS

LOOK (play the video, 3 minutes)

This video is set in a DIY store with a customer who comes in to buy paint. 'Bad Service' does exactly what is asked, however the customer doesn't understand exactly what they need...

THINK (discussion, 10 minutes)

Did the 'Bad Service' do anything wrong?

Responses may include no, he did exactly what was asked, however with a little probing he would have been able to help more.

What clues did the customer give that they may have needed some extra advice?

There were verbal and visual clues in the video such as the customer not being sure what they wanted and a direct statement of not having done this type of DIY before.

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

REMEMBER – (recap, 2 minutes)

Discover the customer's need. Even they might not be sure what it is. Explore with open questions and discover more about them. Listen and check the facts, you may discover more... and watch out for clues – there might be more services or products you can offer them.

- Explore the request
- Listen and check
- Watch out for clues

Additional points...

Service and Sales are the same as far the customer goes.

There is often a perceived resistance to 'selling', this is as a result of not understanding what the customers genuine needs are. When you take time to understand how your products or services fit into the customers life you will often find there are additional ways to help them achieve what they are setting out to do. This may involve offering products and services, and if the customer sees the value in purchasing one of these, they will, and moreover they will feel good about their decision.

VIDEO 2 - STORYTELLING

LOOK (play the video, 3 minutes)

This video is set in a bedroom furniture store and features two different customers buying different products. It demonstrates the power of relating positive and negative anecdotes during a sales process and the effect they can have.

THINK (discussion, 10 minutes)

What does 'Bad Service' initially do well?

He talked about the bed's great features and commended the customer on their choice. The customer was happy and ready to buy the bed.

What would have happened if 'Bad Service' hadn't told the story?

We assume that the customer would have gone away happy with their new bed.

What did 'Good Service' do better?

Typical responses should include they related a happy story which made the customer smile and feel good. They showed that the company has a human side and creates ongoing relationships with customers, which shows they care about their products too.

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

REMEMBER – (recap, 2 minutes)

Share positive stories from your customers to bring your products or services to life.

- Stories help bring your products/services to life
- Think about the positive stories your customers have shared with you

VIDEO 3 - DEALING WITH OBJECTIONS

LOOK (play the video, 3 minutes)

This time 'Bad Service' is showing a young family a new home, which he is convinced they will like, he's even got the celebration champagne ready.

THINK (discussion, 10 minutes)

What impression does 'Bad Service' create for the home buyers?

He was ignoring what the customers said they wanted.

If 'Good Service' hadn't stepped in what would have happened?

Potentially the couple would have looked elsewhere even if this property could be ideal for them. They would also have formed a poor impression of the agent and the agency

How did 'Good Service' turn the sale around?

By understanding the reason behind the customers' requests and meeting the need in a different way.

What did 'Good Service' do better?

Listening, understanding, focussing on the positive aspects, such as area and space, getting the customer to think about alternative solutions.

Have any of the team 'turned around' a sale in this way?

REMEMBER – (recap, 2 minutes)

When dealing with customer objections, don't panic - play it cool. Don't focus on the objection – instead, put it in perspective, or outweigh it with compensating factors.

- Don't panic! Play it cool
- Make the objection specific
- Put it in perspective
- Give compensating factors

SERVICE FOR SALES - PRACTISE

In this exercise delegates will practise the art of storytelling in a workplace setting.

Ask the delegates to individually think of a recent customer that they dealt with or a memorable instance where they were at the receiving end of an unsatisfactory customer experience.

Once they have done this, ask them to rewrite that customer story, starting with,

“Once upon a time” and ending with “happily ever after.”

The stories should be around a minute long.

The delegates should then relate their stories, either to the group as a whole, or to each other in pairs or small groups.

At the end of this exercise the delegates will be more comfortable with creating positive professional stories to improve and enhance a customer experience.

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