

*Make Selling a Part
of Every Service
Contact*

AUDIENCE

Service representatives and their managers from all areas of the organization.

USERS INCLUDE

Verizon Wireless,
Hub Group,
Oakstone
Publishing,
Saint-Gobain

> Overview

Service Sells!, from Customer Focus, Inc., is a fast-paced, exciting program that shows service people how to make selling a part of every service contact. *Service Sells!* builds customer satisfaction and loyalty while increasing up-sales, cross-sales, and referrals. Participants overcome their reluctance to selling, learn how to transition easily from service to sales, and build the skills to create complete solutions that meet customer needs and build customer loyalty.

> Key Results

Organizations that have implemented *Service Sells!* have seen significant improvement in their sales and service metrics:

- Increased revenue resulting from more up-sells, cross-sells, and referrals
- Increased customer satisfaction and loyalty
- Reduced churn and lost customers
- Improved employee competence, improved morale, and reduced turnover
- Improved teamwork and interdepartmental cooperation

These results justify appropriate levels of funding for the Customer Service function.

> Critical Applications

Participants in *Service Sells!* immediately apply the learning from the program to:

- Probe to uncover hidden, unspoken needs and dissatisfactions
- Identify situations where up-selling or cross-selling could benefit the customer
- Gain customer commitment and approval
- Improve selling efforts
- Effortlessly and consistently link service and sales for total customer satisfaction

> Learning Outcomes

Participants in *Service Sells!* acquire and repetitively practice how to:

- Explore a customer's needs in depth
- Build the customer's perception of their extended needs
- Provide more compelling benefit and application statements
- Leverage familiarity and trust to gain customer commitment and approval
- Overcome reluctance to selling
- Build the skills to create complete solutions that meet customer needs and develop customer loyalty.

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> **Program Description**

During *Service Sells!*, participants experience exciting, expert-designed, interactive, skills-based behavioral learning. They practice selling their company's products and services to customers similar to those they serve every day, learning how to uncover customer needs and build trust in order to gain customer commitment. Participants learn how to link service and sales in order to provide total customer satisfaction through complete solutions.

> **Implementation/Customization**

Service Sells! is a half-day or full-day program delivered in 2-hour modules. The program is self-customizing and ready to implement using your company's own products and services.