

Let's Talk CX Sales Training

Customer experience and referral based sales training is critical to every organization. Without a strategy behind your team, they are left to their own way of communicating your products, services, and cultural values to your customer. **Are you sure their way is your way?**

Award-Winning Sales Model

Train-the-Trainer Certification

Tailored Agenda

Customized Training

Tailored Solutions | Proven Methods | Tangible Results

CUSTOMER SERVICE & REFERRAL BASED **SALES TRAINING** TRAIN-THE-TRAINER

Learn everything we've learned over years of developing our award-winning sales model, supporting Universal Banker and the customer's appropriate experience.

Each program includes the following:

- Two full days of training (*with certification*)
- Trainer Manual with scripted teaching guide
- Interactive participant workbook
- Training session PowerPoint
- List of recommended supplies
- Electronic files (PDFs) for all session materials
- Ice breakers/games to reinforce course content
- Role play exercises to practice the skills being taught
- Facilitation best practices for optimal cultural adoption
- See pricing on the back of this sheet

**Training intended
for your Training/
Mentoring Staff,
Human Resources
Team & Your Retail
Sales Team**

1-888-797-7468
extracoconsulting.com

SERIES I

CUSTOMER SERVICE

- **A Superior Customer Experience**
Comprehensive employee awareness of all internal and external forces that affect the customer experience and how to manage that experience, despite the uncontrollable forces.
- **Customer Service Etiquette**
Customer service 101 can be used with employees new to customer interactive roles or as a great reminder of the basics for tenured employees. Everyone will benefit from this course that includes face-to-face, phone, and written etiquette, including handling irate customers and call control methods.
- **Adapting Communication Style**
"The customer is always right" including their preferred style of communication — teach your employees to recognize and adapt their communication to their customers using the DISC method, combined with generational expectations as a foundation.

Pricing:

- **\$2,499 for first employee**
\$1,799 for additional attendees
Two full days of training in 2 comprehensive, turn-key training programs, including all materials

Additional Options:

- **\$750**
Customized content including but not limited to your products, services, policies, and procedures.
- **\$1,250**
Customized training material that is editable by your team. Documents available in Microsoft® Word or Microsoft Publisher and Microsoft PowerPoint.

@ Register at tiny.cc/extracot3

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🐦 @ConsultExtraco

SERIES II

SALES TRAINING

- **Relationship Building Model**
Understanding the difference between a salesman and an advisor is critical to gaining trust and expectations. This training module teaches your staff how to move your customers through a step-by-step sales model focused on building relationships and providing solutions rather than selling products.
- **Effective Profiling; A Sales Tool**
Knowing the right questions to ask to encourage customers to tell you their needs allows your sales team to provide the best solution fit to enable retention. This module supports meaningful conversations with customers for greater relationship building. It also adapts proper listening skills to ensure employees are recommending the best solutions to meet the customers' expectations/needs.
- **Overcoming Customer Objections**
This methodology equips your sales team to respond properly while successfully overcoming customer objections. Your team will be able to identify the underlying reasons for an objection and establish methods that are appropriate to negate the objection and steer the conversation back to a successful sell or referral.
- **Networking for Success**
Whether your sales team members have a natural gift for gab or are terrified by small-talk, our easy-to-use networking strategies will create a dynamic sales force when interacting with the community outside of the office.
- **Creating Bond and Rapport**
Customer loyalty should be placed on your sales team with whom your customers interact. To ensure your team makes the most out of every customer interaction our sales tool helps your team create a greater bond and rapport with your customers while establishing interactive leaders.
- **Generating Successful Referrals & Product Champions**
This curriculum provides a sense of urgency and purpose for your sales team to understand all product solutions offered by your institution, not just the products they are personally responsible to sell.
- **Turning Service into Sales**
Turn basic customer service conversations into need defining opportunities that could result in additional sales or referrals.