

CUSTOMER SERVICE & RELATIONSHIP BUILDING

SALES TRAINING

Train-the-Trainer Certification Seminar

Spend two days with us and learn everything we've learned over years of developing our award-winning sales model, supporting the Universal Banker role and customer experience. This event will prepare you to host your own training and provide you with all of the necessary training materials to begin training within your own organization the day you return.

Conducted at Extraco Banks in Waco, Texas | Two Full Days of Training Certification for Trainers

Who Should Attend?: Training/Mentoring Staff, Human Resources, and Retail & Sales Management

Each of the 2 programs include:

- 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 and Games to Reinforce Course Content
- Role Play Exercises to Practice the Skills Being Taught
- Facilitation Best Practices for Optimal Cultural Adoption

2 Full Days of Training AND 2 Comprehensive Turn-Key Training Programs, including all Materials:

First Employee: \$2,499 | Additional Attendees: \$1,799

SEMINARS AVAILABLE:

May 3rd & 4th, 2017
September 13th & 14th, 2017
December 13th & 14th

CUSTOMER SERVICE SERIES

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 TO THE STYLE OF THE CUSTOMER

"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.

The Comprehensive Series Includes:

- A Superior Customer Experience
- Customer Service Etiquette
- Adapting Communication to the Style of the Customer



SALES TRAINING SERIES

RELATIONSHIP BUILDING SALES MODEL: SALESMAN VS. ADVISOR

Are you in the process of building a sales culture? Or maybe your hoping to make your sales culture more customer focused? 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 a product.

EFFECTIVE PROFILING; A SALES TOOL

This module encourages targeted questioning to provide employees with information to generate meaningful conversations with customers for relationship building through a better understanding of their situation and goals. The right questions encourage customers to tell employees what they need to know so they can provide the best product and solution fit. This training also provides proper listening skills to ensure employees are recommending the best products and services to meet the customers' needs.

OVERCOMING CUSTOMER OBJECTIONS

A specific methodology for equipping employees to not only respond properly but to successfully overcome customer objections is found in this training module. Employees will learn to identify the underlying reason for the objection, methods to appropriately and sufficiently negate the objection and how to steer the conversation back to a successful sale or referral.

NETWORKING FOR SUCCESS

Introvert or Extrovert? It doesn't matter. Whether you're a natural gift for gab or 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: GABB, A SALES TOOL

Customer loyalty should not be placed on your products and services, but on your employees with whom your customers interact. To ensure that your employees make the most out of every customer interaction this sales tool helps employees create a greater bond and rapport with your customer, while establishing your employee as the leader of the interaction.

GENERATING SUCCESSFUL REFERRALS TO PRODUCT CHAMPIONS

This curriculum provides a sense of urgency and purpose for employees to understand all product solutions offered by your company, not just the products they are personally responsible to sell. It teaches them how to formulate statements and identify potential needs and identifies best practices to get customers in front of your product champions.

TURNING SERVICE EVENTS INTO SALES

Learn how to utilize the interaction with your customers during basic customer service sessions into need defining opportunities that could result in additional product or service sales.

The Comprehensive Series Includes:

- Relationship Building Sales Model
- Generating Successful Referrals to Product Champions
- Networking for Success
- Turning Events into Sales
- Creating Bond and Rapport
- Effective Profiling
- Overcoming Customer Objections

ALSO AVAILABLE:

Customized content including but not limited to your products, services, policies, and procedures.

\$750

Want to be able to edit the training materials yourself? Documents available in Microsoft Word or Microsoft Publisher.

\$1,250*

*Customization Required