



## Delight your client

Would you like to:

Boast six star service

Give your clients something to smile about

Instill a customer service culture

**If you have answered "yes" to any of these questions...**

Then send your team on our 2-day, Seta accredited, training course on customer service. A <sup>TM</sup> programme designed to delight your client.

The costs of this course can be claimed back against your skills levy.

**10021 Level 5 Credits 4**

**TARGET GROUP:** All staff that want to Improve Company level of customer service and interaction.

### Content

- ✓ Identifying and defining what marketing is.
- ✓ Identifying marketing principles and concepts.
- ✓ Identifying the benefits of instilling in self a marketing culture.
- ✓ Persuading others of the benefits of a marketing culture

### Outcomes

- ✓ Marketing concepts/Principles
- ✓ Communication - Body language, perceptions, filters, Listening skills,
- ✓ Customer Do's and Don'ts
- ✓ Filters, Perceptions, Transactional analysis
- ✓ We are all marketers - It starts with me
- ✓ Customer complaints - management process (Identify and solve problem)
- ✓ What is important to the client
- ✓ What are their expectations
- ✓ Forbidden phrases
- ✓ FISH
- ✓ Marketing culture
- ✓ Company competitiveness
- ✓ Delight my client<sup>TM</sup> - Value



- ✓ Delight my client™ - Quality
- ✓ Delight my client™ -Culture
- ✓ Design the Delight Pact - Customer satisfaction  
vision and way of being

**Improve your service skills - 6 star service always**

(DN 1230/02/11/05)