

# SALES

## ENSURING CUSTOMER SATISFACTION

US 252214 / NQF Level 4 / 6 Credits

Customer satisfaction is the key to customer loyalty, retention and referral business. By understanding the wants and needs of your customers and closely monitoring satisfaction levels, you will be a lot closer to ensuring their loyalty and repeat business than your next best competitor.

This course is a must for all organisations and departments. If you aren't committed to measuring customer satisfaction and responding appropriately, you will lose existing customers faster than you think.

### **WHO SHOULD ATTEND**

- All staff in a sales or service environment
- Sales Executives
- Key Account Managers
- Sales Managers, Operations Managers
- Small Business Owners
- Anyone wanting to start their own business

### **HOW YOU WILL BENEFIT**

- Acquire skills that allow you to demonstrate your commitment to the customer, ensuring repeat business
- Earn the right to be remembered – customers remember and trust organisations that excel in customer service, making it easier for you to sell to them again...and again
- Refresh your knowledge on the 6-step sales process
- Learn how to reach out to your customers and ask the right questions – giving you a head start in any improvements that need to be made -
- Learn how to monitor customer orders, as well as the procedures and processes involved, ensuring sales team follow-up on orders placed
- Acquire after sales service skills, building long-term relationships with customers and growing your business

*Two-day course 08:30 -16:00*

*Tel: (031) 267 1229*

[sales@kznbtc.co.za](mailto:sales@kznbtc.co.za) / [www.kznbusinessstraining.co.za](http://www.kznbusinessstraining.co.za)

## **WHAT WILL BE COVERED**

- Sales management functions
  - Sales in the industry, the product and the industry role players
- Sales process
  - Using product knowledge in the sales process
- Methods and techniques to deal with customer needs and requests
  - Know Your Customers' Needs
  - Communicating with customers
  - Becoming an Active Listener
  - Clarifying and confirming
- Monitoring verbal and written orders
  - Check the elements of the sales process
  - Manage assessments of the competitive environment
  - Check customers' needs identified, and goods and/or services offered
  - Monitoring add-on opportunities identified and communicated to customers
  - Monitoring orders clarified, and details recorded
  - Monitoring completion and the administration of orders' procedures and documentation
  - Monitoring confirmation and distribution of orders
  - Variances in identified orders and taking corrective action
  - Ensure sales team follow-up on orders placed
- Perform assessments of the competitive environment
- Competitor analysis
- Monitoring product and service support provided
- Monitoring opportunities for feedback from all stakeholders to maintain and improve customer satisfaction and relationships
- Improving customer satisfaction

## **PTO for Table of Contents**

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<b>Module 1</b> <b>Introduction to customer sales management</b>	<b>Module 2</b> <b>Monitor customer orders</b>	<b>Module 3</b> <b>Manage customer satisfaction levels and relationships</b>
<ul style="list-style-type: none"> <li>• Understand the sales management function</li> <li>• Understand the sales process</li> <li>• Understand the methods and techniques to deal with customer needs and requests</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor recording of customers' verbal orders</li> <li>• Monitor acceptance and recording of customers' written orders</li> <li>• Monitor completion and the administration of orders' procedures and documentation</li> <li>• Monitor confirmation and distribution of orders</li> <li>• Ensure sales team follow-up on orders placed</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor processes that establish communication with customers in accordance with company requirements</li> <li>• Monitor product and service support provided to be consistent with identified customer needs and the resources of the organisation</li> <li>• Monitor opportunities for feedback from all stakeholders in relation to maintaining and improving customer satisfaction and relationships</li> <li>• Check methods and techniques that provide for the ongoing identification of customer satisfaction in accordance with established requirements</li> </ul>