

SALES

ENSURING CUSTOMER SATISFACTION

Non-Credit Bearing

“Strengthen loyalty, secure repeat business, and build relationships that last”

In an increasingly competitive and experience-driven market, making the sale is only the beginning. What truly builds business success is what happens *after* the sale - how you deliver, how you respond, and how consistently you meet (or exceed) customer expectations.

Customer satisfaction isn't just about being polite or helpful - it's a strategic advantage. It influences whether customers return, whether they recommend you, and whether your business grows or gets replaced by a competitor who simply cares more.

This programme gives you the practical skills to ensure customer satisfaction is not left to chance. From understanding the full sales process to managing orders, gathering feedback, and handling after-sales support, you will learn how to deliver an experience that earns loyalty and repeat business.

If you want customers to trust you, remember you and choose you again - this course will show you how.

WHO SHOULD ATTEND

- Sales executives and account managers
- Sales and operations managers
- Customer service and support teams
- Small business owners
- Entrepreneurs and those planning to start a business
- Any staff working in a customer-facing or sales environment

HOW YOU WILL BENEFIT

- Strengthen customer relationships to build 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
- 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 / www.kznbusinesstraining.co.za

WHAT WILL BE COVERED

Introduction to customer sales management

- Understanding the sales management function
- Your industry, product, and key role players
- The 6-step sales process
- Using product knowledge to support meaningful conversations
- Techniques to meet customer needs with confidence

Monitor customer orders

- Monitoring verbal and written orders
- Clarifying details and managing documentation
- Ensuring orders are correctly confirmed, processed, and distributed
- Identifying add-on opportunities and acting on them
- Taking corrective action when variances arise
- Ensuring sales team follow-up on every order
- Conducting competitive assessments to maintain an edge

Manage customer satisfaction levels and relationships

- Keeping communication channels open throughout the sales journey
- Monitoring product and service support in line with customer needs
- Gathering stakeholder feedback to drive service improvements
- Tracking customer satisfaction through structured processes
- Taking action to improve satisfaction and deepen relationships

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