



B2BASICS customer service

Half Day Course - FREE

by Marcus Pescod, a retail professional, who will provide a hands-on opportunity for you to learn some fresh new ideas to enrich your customer's experience.

Great customer service starts with great training. Give your staff the chance to shine! Be inspired to think about the customer service you provide and learn how to apply best practice techniques to develop and support long-lasting customer service relationships.

Course Description

This practical course will provide you and your organization with an overview of the best practice skills required to exceed your customers' expectations. You will have the opportunity to observe and practice live customer handling skills and leave the course with a personal action plan to delighting customers, both internal and external. You will also take away a practical customer service handbook to use to help you remember the key skills and techniques from the course.

To complement this course, a Window Display course will be run on the same day from 9.30 to 12.30 p.m. You may attend this course alone or combine with the Window Display course.

Outline of course programme

- Examine the effects of good and bad customer service on customer loyalty
- Investigate your personal impact on customers
- Manage customer expectations and demands effectively
- Deliver a first class customer experience within a range of different situations
- Recognise how a change in your behaviour can increase customer loyalty
-

What next?

If you would like to know more or attend the course:

Course information

Duration:

Half day course from 1.30 p.m. to 4.30 p.m.

Where:

City College Brighton & Hove, Pelham Street,
Brighton, BN1 4FA

When:

Wednesday 28th October 2009

Cost:

The course is sponsored by the Tourism Futures Project and is free to those businesses and staff who have signed the Tourism Futures Charter. There will be a cancellation charge if delegates do not attend on the day. For more information please contact us on the number below.

Goals for the course

Understanding Customer Requirements

- Identifying the customer's need
- Asking the right questions
- Ensuring the customer feels listened to

Remaining Calm Under Pressure

- Extremes of behaviour
- What to say or do.

Please call City College Brighton and Hove on **01273 667788 ext. 527 or 405**
and speak to Naomi or Jill