

# What can I do for you?

## TRAINING

### How to communicate in a customer-focused way?

Imagine this: all your customers are satisfied with your customer service. All of them. No one is complaining behind your back, all you get are compliments. Because "wow, they offer a solution in no time." And "wow, they really understand what I want." Your customers feel seen and heard, acknowledged in how they feel. And most importantly, helped with their issue. Now, what are the chances your customers talk about your service like this? Big, small, non-existent? After our two-day training: a whole lot bigger.

Because we expose your blind spots. Where do you fall short in customer contact? How do you address complaints? How do you discover the customer's needs? Or how do you get the customer to pay the invoice on time? Together, we practice ten core competences and concrete tips towards customer-oriented communication. So that the customer is once again at the centre of your business. The goal: an excellent score on your next satisfaction survey.

#### LENGTH

**an 8-hour day**

#### NUMBER OF PARTICIPANTS

**between 4 and 12**

#### LANGUAGE

**Dutch, French or English**



## LEARNING OBJECTIVES

### In a nutshell: what will you learn during the training?

The importance of having excellent product knowledge without rattling off your information.

How to show more enthusiasm and gusto.

How to think more positively about the customer. Because the way you communicate with the customer is determined by how you think about the other person.

How to shift the focus in a customer contact, from the problem to a possible solution.

How to make time and respond to customers' lived experiences.

How to communicate clearly with customers.

How to avoid the main communication pitfalls with customers.

How to discover and respond to customer needs.

How to say what you do and do what you say. If something doesn't work out: communicate quickly and transparently.

How not to take complaints personally but to respond with empathy and seek a solution.

How to take charge and stay in charge during a customer conversation..

How to say that something cannot be done in a constructive way.

How to handle verbal and physical aggression appropriately.

What you can do to create a wow experience.

You can opt for a half day or a full day of training. The content remains the same. However, if you opt for the shorter version, the pace will be a bit faster. During the full day, there will be more practical cases.

**imboorling**

Regenboog 5, 9090 Melle, Belgium  
T. +32 9 278 85 11  
info@imboorling.be  
www.imboorling.be

