

Sales & Service Mastery

COURSE OVERVIEW

Sales and Service Mastery is a unique approach to 21st century selling. This six-week course has been designed to inspire excellence in both Sales and Service by introducing participants to proven skills, tools, and techniques used by top sales professionals around the world. Sales & Service Mastery invites you to see things from the INSIDE out, understanding the emotional connection between buyers, and their decision-making process.

This course allows you to craft your own customized sales process designed specially for your product or service. By teaching you the essential steps involved in attracting your ideal client, creating a memorable sensory experience, developing genuine relationships, closing the sale, all while ensuring that you'll be able to build customer loyalty for life! The powerful, but quick and easy-to-implement tips and techniques will immediately transform the way you serve your internal and external customers! By shifting your mindset to focus on the service of others, and by developing a deep appreciation for those who choose to do business with you, you'll be able to make lasting changes in your approach to sales and service. This research-based and emotionally intelligent course will ignite, excite, and delight you as you achieve maximum results and exponential growth through Sales and Service mastery.

Struggling with how to connect with customers in challenging times? Wondering how to take a 21st-century approach to both sales and service? This is the course for you! Let us equip you with an arsenal of tools and techniques applicable to hundreds of scenarios! Graduates of this course close more sales, develop stronger relationship, take an innovative approach to today's fast-paced world of sales and service!

LEARNING MODULES

Module #1: The Foundation

1. The 7 steps to Customer Experience Excellence
2. Lose your limiting beliefs
3. Goal setting from the INSIDE out!
4. CX Competency: Customer Experience Strategy

Module #2 Helping is the New Selling

5. The Sales and Service blueprint
6. The Sales and Service Revolution
7. The 10 commandments of Sales Success
8. Using human needs to understand your customers

Module #3 The Power of Fascination

9. Top Ten Best Sales Habits
10. The power of fascination – help your sales and service team to be the best they can be
11. Powerful communication

Module #4 Sales as a practice

12. Winning with forethought
13. Preparing for the unexpected
14. How working in silos is kryptonite for a customer-centric culture
15. Hiccups – how they happen and how to handle them
16. Who's really the boss when it comes to sales and service?
17. Budget vs. Value - ironing out a few kinks

Module #5 Tools in your tool box

18. Omni-channel communication strategies
19. 21st-Century marketing... with a twist!

20. The simple life: Incorporating automation into customer experience
21. The COTT method (B2B sales method)
22. The WIAVE method (B2C Service method)
23. Putting a ring on it; closing techniques
24. Fortune is in the follow-up
25. Prepare to pivot

Module #6 With great service comes great sales

26. People don't buy products/services. They buy the X-Factor
27. The 4th quarter recovery plan
28. Which KPI's are important to measure for sales and service success
29. 10 powerful buying experience strategies that ensure retention and loyalty

WHAT'S INCLUDED:

- Workbook
- Multiple PDF downloads to support your online learning
- Customizable templates to incorporate into your organization right away
- Customizable slide deck to help you facilitate a Vision Vitals session for your team
- Inspirational resources ● **BONUS VALUE:**
 - You will receive continuous follow-up and coaching in our PRIVATE CX MASTERY Facebook group where like-minded CX Pros from around the world gather to share CX greatness! FOREVER!
 - You will also receive a complimentary CX Champions membership: Valued at \$197 (*This is a limited time offer)

KEY OUTCOMES

Participants will learn:

- To master the sales mindset
- 21st-century sales & service expectations, and how to meet and exceed them.
- Powerful, results-oriented communication skills including: body language, critical thinking, and leadership skills
- The ability to build trust to last a lifetime!
- A sales and service plan with tools that will increase your SALES the same day!
- To strategically design your personal brand
- Techniques to fill your pipeline with solid leads who need and can afford your product or service
- Connection-building methodologies
- An understanding of the Customer Journey and the Omni-channel effects on our customer's mindset
- A game plan for creating customer loyalty for life

Participants will receive a Certificate of Course Completion.

WHAT'S REQUIRED?

- The desire to become a Master of all things sales and service!
- An open mind!
- A keen interest in sales, service, and human behavior
- An eagerness to experience the results-driven, step-by-step concepts and modules presented in this course
- An ability to view the on-demand course content and download supporting material and resources

Taking notes is highly recommended. No specific materials are needed for this course other than those provided virtually

PRICING

\$597 +HST USD

Need help convincing your boss? Check out this “letter to the boss” Not sure if this is the right course for you?

Book a complimentary 30 minute Discovery Call today and find out which course is best for your team!

New to the CX industry? An expert in the CX industry? Either way...Join our CX Insiders club for FREE and get exclusive insight into the world of CX!