

Guiding Customer Conversations™



Purpose

The purpose of this module is provide service providers with skills for conducting conversations that effectively attend to customers' human and business needs.

Process

During the module, participants complete a variety of individual and group activities, partner discussions, and skills practices, video segments, and large-group discussions that explore the following topics:

- Four parts of a customer conversation
- Techniques for opening a customer conversation
- Listening and asking techniques
- Confirming their understanding
- Gently refocusing
- Effectively providing information
- Presenting unwelcome information
- Offering advice and recommendations
- Techniques for closing a customer conversation
- Skills practice
- Action planning

Payoff

At the end of the module, participants will be able to:

- Recognize the barriers to effective conversations.
- Open a customer conversation in a way that gain customer confidence and cooperation.
- Demonstrate techniques for effectively learning what customers need.
- Present information that has a positive focus and helps customers make decisions.
- Close a customer conversation in a way that maintains customer confidence.
- Demonstrate how to guide a customer conversation from beginning to end.

Typical Time Investment

Time commitment Varies. Please discuss with your certified AchieveGlobal facilitator, or the authorized Distribution Partner. (8 Hours)



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