

Sales & Customer Care Effectiveness	
Session Code	SC08
Session Title	Handling Complaints
Topics Covered	Setting a complaint-response standard
Delivery	Half Day (4 Hours) - tutor led f2f or online sessions
Minimum - Maximum Number of Delegates	1-10
Who will benefit?	Sales managers, sales representatives, marketing, pre-and post-sales personnel

<p>Content</p> <ul style="list-style-type: none"> ▪ Turn difficult situations into opportunities ▪ Recognise the signals of customer irritation - and how to respond appropriately and assist in quickly finding a solution ▪ Why do customers complain? ▪ Why should we encourage complaints and deal with them? ▪ The customer loyalty chain ▪ Customer behavioural types and dealing with them ▪ Managing your emotions ▪ Creative thinking to go that 'extra mile' 	<p>Benefits</p> <ul style="list-style-type: none"> ▪ Know the steps to handling and resolving any complaint ▪ Know how to reassure and show you understand ▪ What phrases to use and avoid ▪ "Under promise" and "over deliver" attitude ▪ Offering practical solutions ▪ Keep organisational liability to a minimum
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