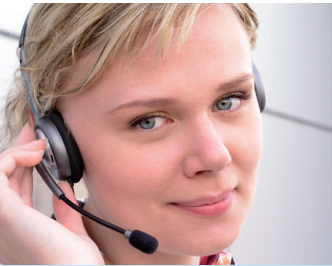


Building *Stronger* Customer Relationships



SITUATION

Moving from being a specialist in a market that had few competitors to a diversifying market, the company now had to increasingly sell its technical

expertise to customers. This challenge required their technical staff to build and maintain strong customer relationships. They needed to develop skills in building rapport, seeking feedback and selling additional services.

OUR CONTRIBUTION

The emphasis was on raising the profile and to get everyone interested in sales and selling. A culture shift was required to ensure lasting success. The programme helped develop the skills and the knowledge of how to sell effectively. One of the techniques used to develop these skills involved the use of professional actors. Delegates were given the opportunity to practise the skills and knowledge they had learnt in dealing with a range of typical customer situations. This gave them the opportunity to turn theory into practice.



PROGRAMME DELIVERY

To address these needs, we developed a skills workshop for 120 employees. The workshop was designed to raise greater awareness of the need for increased focus on three areas of customer management:

- Building relationships to ensure that the client wished to work with NNC staff in the future.
- Gaining feedback – to ensure customer satisfaction and repeat purchase.
- The ability to sell on its wider range of products and services to the customer.

RESULTS

The acting out of customer service scenarios proved a very powerful learning experience for delegates and highly effective. Over the past year, turnover has increased by 20% and the organisation now has 75% of the market share and growing!

WHAT THE CLIENT SAID

“This course increased my perception and awareness of what can be done and what should be done when interfacing with clients. The use of professional actors made it real”

Mike Griffith, International Business Development Manager, NNC

achieving more together