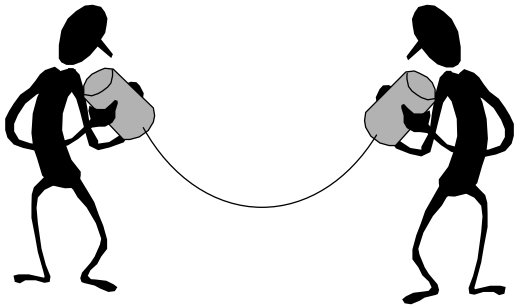


Getting Customers to Listen

How to Talk So Customers Will Listen



Create an open dialogue that influences and persuades others to your way of thinking

Listening is twice as hard as talking

What are the biggest obstacles you face when trying to influence customers or clients? How do you get customers to listen and take ownership of your proposal? Successful sales and customer service professionals ask open-ended questions to create an objective, productive dialogue. They listen with empathy, learn about what customers value, use benefit statements, and clarify resistance to garner commitment.

Who should attend

This program is designed for sales and customer service professionals who want to take a consultative approach to communicating and building trusting relationships with customers.

What you will learn

Unless customers are listening, most of what you say will not have much impact. This workshop focuses on how to get customers and clients to listen by focusing on “what’s in it for them” and getting them involved.

In this dynamic program, you will learn to:

- ◆ address your customer’s needs and questions
- ◆ use a clear-cut objective that paints the big picture
- ◆ ask questions to gather customer input and create ownership of a solution
- ◆ present supporting ideas as benefits
- ◆ listen with empathy and demonstrate open body language
- ◆ use questions to clarify resistance

Program format

Getting Customers to Listen is a two-hour program that can be tailored to meet a group’s specific needs. Participants complete individual and group exercises based on their work-related challenges. The program concludes with an action plan for putting new skills to work.

To register, contact:

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