

RETAIL CUSTOMER SERVICE

OVERVIEW:

This one day Retail Customer Service training program is designed specifically for retail front line sales agents to equip them with the needed customer service excellence foundation to engage better with customers, portray energy and commitment as well as clearly understand how positive phrasing can help to deliver a connection with customers and enhance their personal communication. Delegates will learn how to manage challenging customer interactions and relationships to deliver outstanding service.

COURSE OBJECTIVES/LEARNING OUTCOME:

By the end of this training course participants will be able to:

- Link what customers value to what successful retail agents need to be
- Understand the importance of making a great first impression
- Demonstrate body language that engages others
- Understand that intensity comes from emotions
- Develop different diffusing techniques for dealing with customers showing strong emotions

WHO CAN ATTEND?

- All retail CSR / sale and direct marketing oriented professionals engaged or wish to build their career in sales and marketing/CSM field (insurance, Bank, Financial institution, Real estates, pharmaceuticals, Building materials, food industry, retail chain, logistics, supply chain, Apparels, FMCG)
- All those who are involved in personal selling/ one to one selling and personal sales management
- New graduates or young entrepreneurs interested to start sales oriented new business

METHODOLOGY:

- Role based on practical or real life scenario, individual/ group experience, sharing interactive lecture, power point presentation, group work/ exercise/ case study, video clips & Q & A
- Global market Scenario

CONTENTS OF TRAINING:

Introduction:

- Ice-breaker
- What is customer service?
- The Importance of Good Customer Service In a Retail Store
- Types of customers

Module 1 : Customer Motivation

- Discover what customers say about what matters to them in receiving great service
- Link what customers value to what successful retail agents need to be
- Understand that customer behavior is influenced by both logic and emotion
- Explore the logical and emotional motivators of buying from you / using your service

Module 2 : Rapport = Results

- GREAT Service Model
- First impressions
- Explore the attitudes and knowledge of successful retail agents
- Explore the skills of successful retail agents
- Discover how the program will develop retail agents to deliver great sales/service
- Sharpening your rapport

Module 3 : Non-Verbal communication

- Understand the elements that make up total communication
- Discover some truths and myths about body language
- Demonstrate body language that engages others

Module 4 : Language of influence

- Language that engages others
- Language that influences others
- Push Vs Pull influencing techniques
- Five basic communication principles
- Focus on Behavior NOT personality
- Being specific
- Use the power of questions
- Listen Actively
- Communicate assertively

Module 5 : High Intensity interactions

- Understand that intensity comes from emotion
- Explore ' What response am I looking for'
- Develop two different diffusing techniques
- Apply and practice

Module 6 :

- Case Study
- Role Play
- Group Discussion
- Real Life examples

ABOUT FACILITATOR



MD ASHRAFUL KABIR

Director, Servio Canada Ltd.
Senior Specialist - Mortgage and Real Estate
Financing, CIBC Bank, Canada

Professional Highlights:

- Risk Management from University of Toronto
- Time management skills to ensure all requests for information from lines of businesses
- Effective communication skills in order to document review and assessment with conclusions
- Organizing, team building, interpersonal relationship, initiative, analytical, results orientation
- Problem-Solving, Decision-Making and Influencing skills to resolve difficult or escalated disputes
- Determine appropriate solutions
- Working knowledge of Financial products & procedures to provide advice to customers.
- Analytical skills to identify retention risks and determine cross-sell opportunities.
- Worked as Pricing and forecast Analyst for a global telecom company.
- Completed 4 week financial modeling and valuation course on derivative market
- Post Graduate Diploma in Financial Planning which includes Canadian Securities Market details

Professional Work Experience:

Senior Specialist – Retail Lending

FirstLine Mortgages CANADA
CIBC Bank Toronto, CANADA

Enlisted Freelance Financial Advisor – Guide Point Info Services.

New York, USA

Sales & Customer Service Consultant

The Hudson's Bay Company, Scarborough, ON, CANADA

Manager - (Training & Projects)

Oxford Information System Ltd., Dhaka, Bangladesh

Analyst, Pricing & Forecasting Department

GrameenPhone Ltd. (Telenor, Norway), Dhaka, Bangladesh

Professional Experience (Guest Lecturer):

Limkokwing University Malaysia

Academy of Learning, Canada

Ryerson University, Canada

Islamic University Chittagong Bangladesh

Southeast University Bangladesh

BDT 6,000/- +VAT

SEPTEMBER 14, 2019 || NRB JOBS TRAINING CENTER