



Selling & Customer Care

Challenges

Customer-facing staff need a raft of different skills to sell to a raft of different people. Do your people understand themselves, their strengths and their challenges? Can they adapt to their audience? Are they able to learn from each other?

Our Approach

We'll come and see you to fully understand where your customer-facing people are and where you'd like them to be. We'll apply our experience and creativity to design a development programme to get them there.

All our learning programmes kick off with an introduction to the Insights Discovery model and profiles. This lays the groundwork - understanding yourself and others better, providing a shared language for an appreciation of behavioural differences - for further improvements.

Depending on need, time and budget, a programme of 1:1 coaching and team workshops - including any of [these areas of delivery](#)- will be proposed.

Follow Up & ROI

Follow-up and follow-through are important factors to ensure the learning sticks and makes a tangible difference. We'll be with you every step of the way and provide a raft of resources and exercises to support you in keeping the learning alive.

We know the importance of measuring return on investment. We agree with you upfront how we measure it and check in regularly to ensure we're on track.

Changes you will see:

Individual

Customer-facing staff more aware of their own strengths and of customers' needs, and more able and confident in bridging the gap

Team

A more balanced and focused sales and customer service team who work collaboratively to understand and exceed customers' expectations and beat sales and retention targets.

Organisation

With improved sales and customer service performance, these skills will permeate throughout the organisation as it becomes understood all staff are sales people and everyone is also a customer!

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