



# Selling & Customer Care

This programme has been designed by The Colour Works.

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# Challenges

Customer-facing staff need a raft of different skills to engage with their clients, whether that be members of the public or people at all levels within other organisations. Do your people understand themselves, their strengths and their challenges? Can they adapt to their audience? Are they able to learn from each other? Can they spot opportunities to make a difference?

## Our Approach

All our customer service and sales 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.