



# Saving The Sale

## Why Purchase This Program?

Any time a customer cancels a product or service, your company loses revenue. More important, it's an indication that you've disappointed the customer. This disappointment can have a negative impact on your ability to maintain a loyal, long-term relationship.

You can't expect customers to pay for services they're not using. But you should want your customers to take advantage of the best service you can provide. In this course, customer service representatives learn to find out *why* the customer is calling to cancel. Then, by asking appropriate consultative questions, they can determine all of the customer's needs and sell – or resell – an appropriate solution.

## Who Needs To Attend?

Contact center representatives who are expected to generate or preserve revenue when they talk to customers on inbound or outbound calls.

## What Will They Learn?

After completing this program, participants will be able to:

- Establish rapport by responding appropriately to the customer's opening statement.
- Probe to find out *why* the customer wants to remove a product or service.
- Paint pictures of inconvenience and present personalized applications to create value for a product or service.
- Respond to misconceptions by educating the customer.
- Turn a customer's objection around into a reason to consider an alternative solution.
- If no alternate solution is available, balance the customer's concerns with the benefits that are still available.
- Build the relationship by identifying – and meeting – other unrelated needs.
- Transition to an enthusiastic recommendation and close the sale.

## What Materials Will I Get?

A detailed [Saving The Sale](#) workbook with articles outlining key principles and practices, real-world examples, skill models, activities, and role plays.

A comprehensive Trainer's Kit which includes everything a facilitator needs to deliver the program. This easy-to-use guide features complete, step-by-step directions for presenting the workshop and conducting the learning activities, along with key content points and suggested responses to questions and activities. It also includes a PowerPoint presentation, all necessary handout materials, and a special section of Trainer's Effectiveness Notes presenting state-of-the art adult learning and delivery techniques.

## How Long Is The Program?

The program includes a complete day of learning activities. You can deliver the program as a single workshop or as a series of shorter modules.

## How Do I Get More Information?

Please contact Kerry Weiner Elkind at 415-876-8401 or [kerry@elkindgroup.com](mailto:kerry@elkindgroup.com).