

CUSTOMER SERVICE: RETAIL

Training course offered by VETTA Communication (Pty) Ltd.



OBJECTIVES

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long. Good customer service is all about bringing customers back. And about sending them away happy – happy enough to pass positive feedback about your business along to others, who may then try the product or service you offer for themselves and in their turn become repeat customers.

COURSE CONTENT

Definition of Customer Service

The Art of Customer Service

- Impact on the business; ten simple rules
- Customer service standards and expectations
- Approach; first impression, body language and verbal content
- Store display and attractiveness; displays and music
- Merchandise displays, packing and tagging
- Purchased merchandise; packing and folding
- Documentation; guarantees and return policies
- Maintaining corporate identity

Identifying Customers

- Internal and external customers
- Customer profiles
- Understanding customer perspectives, perceptions, expectations
- Understanding the generation gap
- Understanding cultural diversity

Managing Customers

- Customer value and how to appeal to the customer?
- Managing customer disappointments; problems and complaints
- Taking initiative and being pro-active; thinking solution not problem
- Product information and knowledge – closing a sale
- Making a difference every time to ensure repeat business

Marketing

- Special offers; up and cross selling, opening accounts, sales

Store security

- Paranoia; shop lifting

Workshop suitable for all shop floor sales attendants, shop owners, casual staff and corporate retail groups

COURSE DETAILS

Duration: 1 day

Date: 2011

Time: 08h30 - 16h30

Cost: R1766.00/person excl. 14% VAT

Included: Lunch, refreshments, facilitation, training manual, E-certificate, personalised feedback and unlimited post training support.

Venue:

This workshop can also be presented at your premises

Book on line www.vetta.co.za or contact 086 111 VETTA (83882) or *Email:* info@vetta.co.za



VETTA Communication (Pty) Ltd.
Cape Town • Johannesburg • Durban

"Passion colours everything it touches"

