



"Good service is good business."
-Siebel Ad



Sales & Service Essentials



"Our attitude towards others determines their attitude towards us."
- Earl Nightingale

COURSE OVERVIEW

Bonfire Training’s Sales and Service Essentials course reflects only the best when it comes to proven communication techniques that will empower your team members to make every interaction a productive and successful one. This class provides your team with the real-time communication skills necessary to turn prospects into customers, and current customers into enthusiastic advocates for your company.

We will show your team how mindset helps or hinders the sales process, how to recognize buying/interest signals, and how to ask the right questions to move the conversation forward. They will understand how to influence the customer’s buying decisions and productively gain agreement with the customer on what are the best next steps.

With customized, real-life examples that go beyond just theory, your team will learn how to apply these techniques to any situation, integrating them quickly and easily into a daily routine. We will help your team move what feels like “common sense” into “common practice” for immediate results your customers will notice and appreciate.

 Customized with your real-world scenarios & designed to meet your desired outcomes.

LEARNING OUTCOMES

Conversation control while ensuring the customer's needs are met and exceeded

Recognize buying/interest signals

Be aware of the importance of Mindset and its impact on success

Gain agreement from the customer to secure the next step, such as closing the sale

Understand the difference between melting resistance and overcoming objections

"A sale is not something you pursue, it is something that happens to you while you are immersed in serving your customer."
- Author Unknown

BUSINESS OUTCOMES



Enhanced Team Sales & Service Skills Levels



Tools and Tips for Positive Communication



Confidence in Moving the Sale Forward



Increased Revenue



Improved Sales Performance

WHO SHOULD ATTEND?

Ideal for any department or team interested in better communication and sales skills with customers over the phone, face to face or online.

PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids support additional learning reinforcement.



Contact us to explore how we can meet your training goals!
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