



# EFFECTIVE CUSTOMER CONVERSATIONS

## Communicate to **Captivate!**



In today's evolving world, customer expectations in almost every industry are rising. What was once considered Wow! is now common parlance and as service professionals we are often demanded to exceed expectations as a continued promise that clients increasingly expect – and even demand – time and again.

Effective customer conversations is an insightful and interactive presentation that shows everyone from the C-suite to the front lines specific actions to meet and exceed rising customer expectations and successfully deal with the multitude of problems in the sales and service cycle whether it be meeting objections, communicating effectively or being the client's first choice.

Packed with real-life examples, powerful principles and tried-and-true techniques, this session will educate, motivate and inspire everyone on the team to introspect and understand themselves, gauging the client using psychological interventions, skills of negotiation and influence and the magic of upselling.



## Key Learning Points

- The secret to seeing the world from your customers' point of view.
- Communicating and setting expectations effectively using the I-C-I® Approach.
- Transforming complaints into opportunities, creating positive word of mouth and valuable customers for life.
- 20 strategies for managing objections in the customer management process and tactics for managing customer expectations.
- Bouncing your way back through service recovery and nurturing relationships effectively even if the client was not acquired – *The Visionary Farmer*® Technique.
- Creating the right image and perception of the brand and the team with captivating communicate and non-verbal cues.
- Shifting from passing the buck or giving justifications to taking ownership and responsibility.

## Key Takeaways

- 5 simulated and video recorded scenarios, allowing each team/participant to evaluate themselves.
- Customized profiles of each attendee's S-W-O-T areas and specific recommendations for improvement based on the concepts taught.
- Implementation of our proprietary *Quad Pillar*® Method based on the Kirkpatrick Model to measure the effectiveness of concepts learned and tips for practical implementation on the field.

## GET IN TOUCH



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*Sujit Sukumaran is an HR practitioner with over a decade's worth of experience in managing people, while not busy unravelling the mysteries of how the mind works. A passionate advocate of applied psychology from a traditional and esoteric standpoint, his interventions as a Corporate Coach, Sales Trainer and Life Coach have also transformed the lives of several individuals and corporates worldwide. He is also a Distinguished Toastmaster, TEDx Speaker and a disability rights advocate. He is also the winner of the Dubai Quality Award for Innovation in Training for the year 2012 and runs his own boutique consulting firm called Optimus Management Consultants in Dubai, UAE.*

