

Process, Questions, Objections and Value

AN IMPELLUS LEADERSHIP AND MANAGEMENT COURSE

An analytical one-day course for those involved in customer relationships including managers, account managers, sales executives, project leaders and anyone delivering part of the customer experience. It explores how to create and maintain strong working relationships and truly understand what your customer wants, allowing you to deliver tailored services to them.

For all dates and venues, see [here](#) or call **0800 619 1230**

This course can be taken individually or as part of an Impellus Certificate of Learning in Senior Management and Leadership at Level 4.

9:30 – 10:00	Welcome, overview and introduction to the programme	
10:00 – 11:15 <i>Your customer's journey from initial enquiry to aftersales</i>	<ul style="list-style-type: none">Understanding the customer journey and what affects your success. <p><i>The first session of the day will allow delegates to consider the way in which customers are attracted to, interact with, and stay with your organisation. It analyses the full customer experience and how individual and team roles contribute towards the way customers actually value using you. It asks delegates to start considering how they can take responsibility for improvements to performance at any level.</i></p>	<ul style="list-style-type: none">Establishing individual and organisational roles and inputs (intended or otherwise).
11:15 – 11:30	Break	
11:30 – 13:00 <i>Strong relationships equal improved results</i>	<ul style="list-style-type: none">The value model and understanding how to treat customers and hone your work accordingly.Understanding influence and the skills we have to build rapport, trust, and loyalty. <p><i>This part of the day focuses on the concept of value and inter-human qualities that determine the success of anybody who deals with customers. It uncovers highly effective ways to establish the trust and rapport which allows people to deal with you with assurance.</i></p>	<ul style="list-style-type: none">Dissecting the way in which humans communicate and how we process communication.
13:00 – 14:00	Lunch	
14:00 – 15:15 <i>Removing barriers through communication</i>	<ul style="list-style-type: none">Using powerful questions to get better answers to deeply understand people and their decision-making. <p><i>Building on the communication skills uncovered, this session looks directly at the effectiveness of targeted questions, strategies for overcoming objections, and how we can build skills and techniques to deal with them and make our customer relationship model more successful. This session allows delegates to see how their interactions and the words and methods they choose can significantly change outcomes.</i></p>	<ul style="list-style-type: none">Objections can occur at any stage of a customer relationship. Dealing with them changes results.
15:15 – 15:30	Break	
15:30 – 16:30 <i>Improving your process for greater success</i>	<ul style="list-style-type: none">Reconsidering the customer journey.Reconsidering the value model, the roles we're playing and the effects they have. <p><i>The final session consolidates the findings from the day for each delegate and considers how some organisations have been able to work on independent parts of their customer proposition and journey to great effect, significantly improving financial results and customer value. Delegates leave with personal plans in line with their organisational direction.</i></p>	<ul style="list-style-type: none">Bringing it all together and action planning.

All Impellus courses are designed to be enjoyable and highly informative. Delegates are given a welcoming and comfortable environment in which to reflect, challenge and learn. The focus is on being able to bring new skills and thinking back into the workplace.