

Certified Service Sales Excellence (CSSE) program



Gain the skills to generate customer centric sales.

The CSSE program provides participants skills to build rapport with customers and overcome barriers to achieving sales. The program can be customised to cater for a variety of sales roles whether internal, field or as a component of a customer service role.

Key Learning Outcomes

After completion of this workshop, participants will:

- Understand that different customers have differing communication styles and the tools that can be used to influence these styles
- Understand that importance of creating great customer experiences and how this relates to purchasing decisions by customers
- Understand the key stages of the sales process
- Have the confidence and skills to 'ask for the business'
- Have skills to manage and resolve difficult conversations and negotiations
- Have skills to manage pipeline and time effectively

Program Overview

- Full Day or Half Day Workshop
- CSIA Facilitated
- Designed for: Internal / Field Sales Representatives, CSRs, Frontline sales and service team members

Key Topics

- Communication For Sales
- Customer Service Versus Sales Experience
- Understanding The Sales Process
- Getting The Business
- Managing Difficult Sales Conversations
- A Personal Action Plan

About CSIA

Since 1997, CSIA has been recognised as the authority on customer service in Australia. Our certification, training and recognition programs support organisations and individuals to excel and deliver exceptional customer experiences.

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