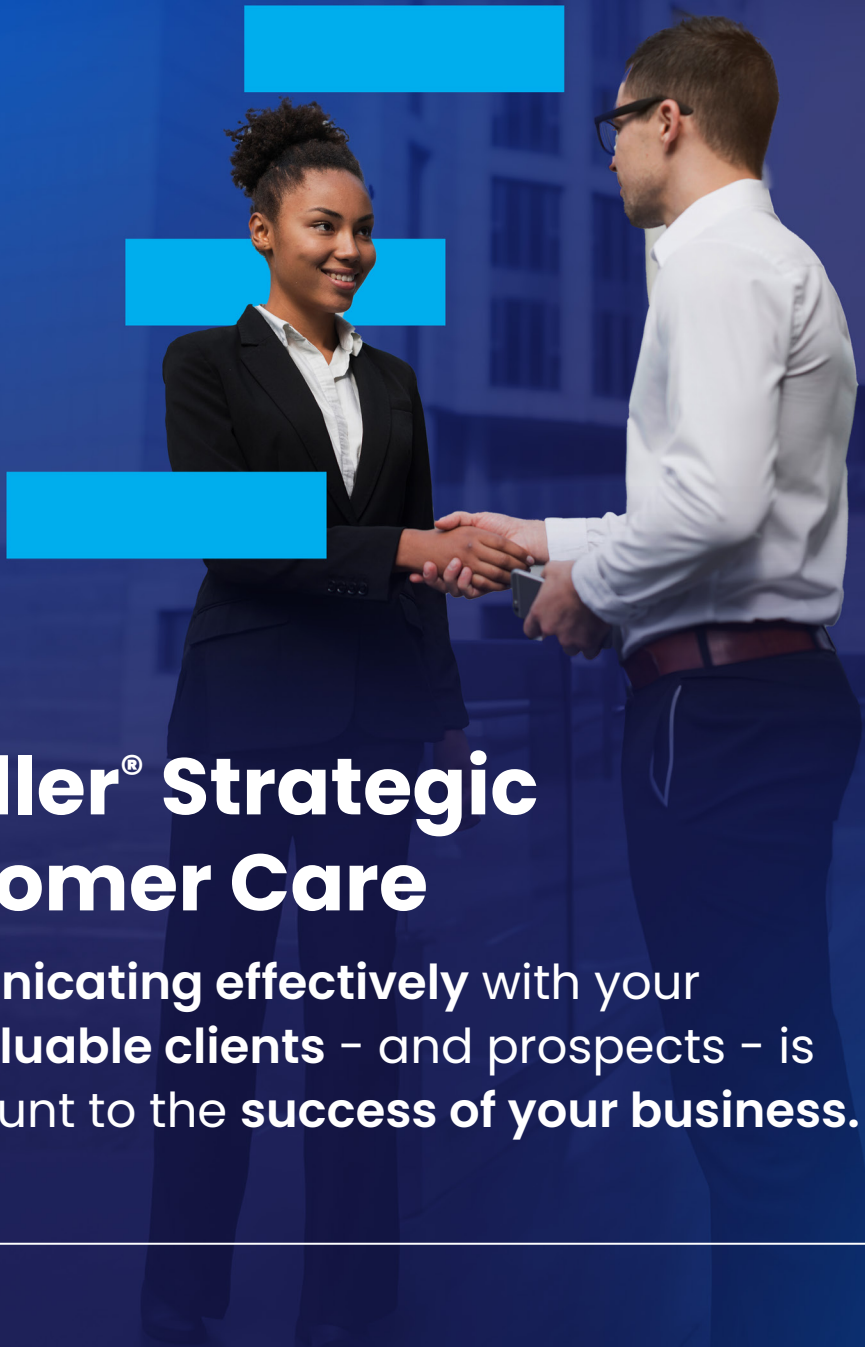


# SANDLER®



## Sandler® Strategic Customer Care

Communicating effectively with your most valuable clients – and prospects – is paramount to the success of your business.

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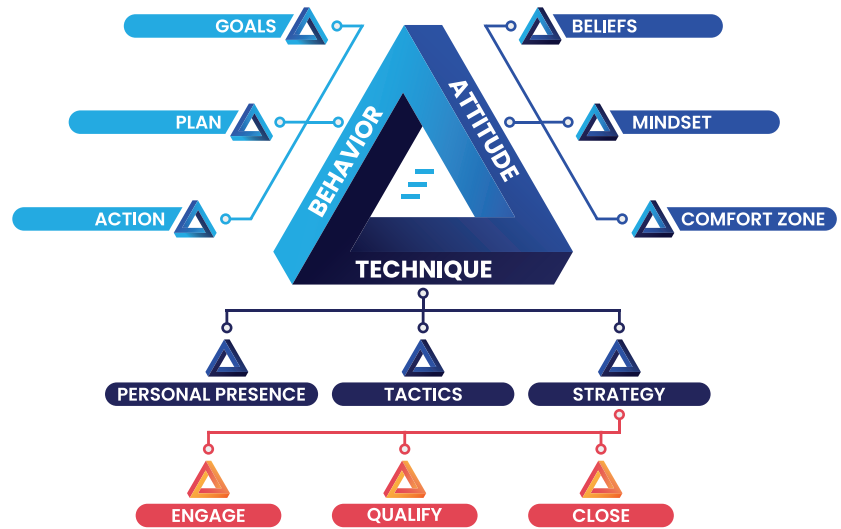
Are your employees, from the rookie level all the way up, using the right tools and strategies to interact with your clientele? If so, great. If not, read on to learn how Sandler's **Strategic Customer Care** program can change the way your team interacts with clients and, in turn, can change the face of your business!

# Attitudes, Behaviors & Techniques

Let's consider some other questions. Are you asking too much of your frontline service team? Do you expect them to make outbound calls, cross-sell, upsell, *and* handle difficult customers all while providing the highest, most professional levels of service? Unless you have a team of superheroes, the answer is probably "yes".

It's easy to ask too much of your team without considering the fact that the specific skills required to perform **effectively** in expanded inside sales roles aren't always taught to customer service reps and salespeople. Without having advanced training in these areas, it's dangerously common to notice your team falling into some of these traps:

- 
 Providing "free consulting" by giving information to prospects who are really just "shopping" around for the best deal.
  
- 
 Struggling to ask the right questions to uncover the customer's real **PAIN** (reason to buy!)
  
- 
 Have you ever cringed listening to what your service representatives say to customers or prospects on the phone when performing in an inside sales role?



If these scenarios sound familiar, it's highly likely that you're missing out on lucrative business opportunities. Without proper training, most of your frontline hires will fail, leaving you to bear the cost of lower sales, poor team morale, and high turnover.

self-belief    Attitude    Behavior    accountability  
**SUCCESS**  
 Technique    reversing    questioning



# Course Overview

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## On the Frontlines

Take an in-depth look at customer expectations and examine the tactics we employ to meet and exceed those expectations.

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## Effective Communication

Customer service providers must be professional communicators. Customers and prospects are all different and our ability to establish trust and build a relationship quickly is essential in solving their problems, developing long-term customers, and creating relationships based on loyalty beyond the product or service.

103

## Breaking through Your Comfort Zone

Examine the idea of “comfort zones” – where do they come from and how can we break free to grow beyond them to reach a more fulfilling life, both personally and professionally.

104

## Questioning Techniques

The ability to craft and ask compelling questions is one of the greatest skills we can develop in customer service. Well-crafted questions can cut through smoke and mirrors, clarify concepts for our customers, and get us to the right solutions quickly and directly.

105

## Up-Front Contracts

Explore a simple methodology to put you in control of the conversation, set expectations on both sides, and ensure everyone involved is on the same page.

106

## Telephone and Email Communication

Review phone and email interactions and how we use them as our connection to customers. Focus on ensuring that our communication skills are building the relationships we value, supplementing our sales tactics, and never hindering our growth in the sales relationship.

107

## Formula for Success

Each person’s definition of success in life is different. However, there are certain basic truths in customer service that, if adhered to, can take you to the next level of success.

108

## Up-Selling and Cross-Selling (PAIN)

The most important thing we can do for our prospects and customers is provide them with the latest information, ideas, and problem-solving tactics to help them uncover specific value adds and reasonable price points to aid them in making good buying decisions.

109

## Understanding Our Customers: DISC

Typically, people are most comfortable interacting with those who are like them. In this session, we’ll examine different communication preferences to improve understanding and communication with both internal and external customers. Using the DISC behavioral profile, we’ll start by examining its four quadrants as well as our own communication styles. We’ll focus on each of the four styles, how to quickly identify a person’s dominant style, and the basis for communicating with individuals who fall into each particular style.

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## Dealing with Difficult People

How can we use proven Sandler® techniques to institute a step-by-step process to resolve conflict without escalating it, and at the same time, fix both the problem and the upset customer while maintaining our own confidence and self-esteem?

111

## Understanding Our Customers: Transactional Analysis

Examine the idea of “comfort zones” – where they originate from and how we break free to try new things and grow beyond them for a more fulfilling life, both personally and professionally. Understand the human dynamics of recognizing our strengths as well as recognizing those areas needing improvement.

112

## Client Development through Sales

Take a look at attitudes around sales and the selling process to examine ways we can develop a “sales antenna”. Once those skills are developed, we can easily recognize business opportunities worth pursuing while identifying and disqualifying the prospects that aren’t true opportunities.

## What Sets Us Apart

Our **Strategic Customer Care** program is unlike any other. We **don't** focus on run-of-the-mill service topics, or promote stale, boilerplate sales scripts. We **do** address relevant sales concerns by equipping your team with the tools to effectively implement winning business development strategies in any situation and will provide your team with the structure, coaching, and reinforcement to make lasting change that will elevate you to the next level and drive long-term wins and future successes.

The Sandler System has grown and evolved over the last 50 years to accommodate business, cultural, and economic changes in a way that allows us to confidently and effectively teach salespeople how to overcome common challenges in an ever-changing environment. We will turn your team into experts at dealing with everyday occurrences - handling difficult customers, overcoming call reluctance, and understanding upselling and cross-selling strategies.

In addition to offering tools to tackle daily sales struggles, we want to impart our knowledge in a way that helps your team grasp not only the objective of our sales tactics, but the strategy, technique, and psychology behind it all.

## Contact Us Today

Start a conversation about how to transform your customer care professionals into a cohesive, highly competitive, and productive revenue generating machine!



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