

## CustomerCentric Services™ Training

*Recent research has shown that almost 80% of purchasers of software and related services, in their opinion, did not receive the predicted benefits and, as a result, were dissatisfied with their supplier. The most frequently cited cause was poor communication in both the suppliers' and purchasers' organizations during the transition from sales to implementation, and during the implementation process itself. Sales organizations, understandably anxious to get on with the next prospect, left it to their implementation team to work with the customer's project team. The net result was a focus on product features rather than business goals, and an unhappy customer. This seminar is designed for the implementation consultants who need customer service techniques to implement what has been sold, creating reference-able customers who will want to do business again.*

*-Michele I. Khoury (Wrzesinski), A Licensed CustomerCentric Affiliate – Newport Beach, California*

**Objective:**

Would it help your organization to have a common perspective, language and methodology for both the sales and customer service organizations to help the customer through their implementation? Our methodology is based on implementing products and services to the customer's goals and objectives agreed upon during the sales cycle. We also offer training in needs analysis for customer service personnel, so that they can learn to identify and respond to changing requirements that may indicate new needs and new sales opportunities.

**Description:**

Many of our customers who have adopted the CustomerCentric Selling® methodology have asked how do we link this process to the delivery phase? Many of our customers find they have customer dissatisfaction because post-sales people have been unable to help customers address their goals and objectives during implementation.

The reasons for this include:

- poor communication - the goals, objectives and capabilities required are not communicated effectively from sales to the post sales implementation team
- an inability of post-sales people to understand the vocabulary and relate the predicted solution to the products capabilities
- a product-centric mindset - "we're product/technical specialists not business consultants"



- lack of the same personal "soft" skills that would enable them to keep customers on track, such as solution development, goal amplification and negotiating skills

This customer service training program was developed to address these issues.

The implementation consultants are shown the sales process that was used to make the initial sale. Our training in needs analysis for customer service personnel helps them to understand the buyer's needs, develop, enhance, or amplify the buyer's solutions. Your customer relations staff will learn communication skills, negotiating skills for managing 'scope creep' or new pricing opportunities, and successful implementation criteria. Implementation consultants are shown how to recognize an objection as an opportunity and turn the opportunity into additional business.

The customer service sales training seminar also covers how and what would be included in an internal transition meeting from sales to the implementation consultants and the external transition meeting with the customer. The consultants are provided with guidelines from which they choose to create their own processes for managing the ongoing implementation. The customer service sales training seminar provides more than just customer service techniques. It provides a 'road map' for customer relations, as CustomerCentric Selling® provides a 'road map' for sales.

The seminar includes case study group exercises, labs, role plays and group evening assignments.

**Who should attend:** Any post sales implementation consultants, managers and professional services individuals dedicated to post sales implementation and customer relations.

**Prerequisite:** None

**Duration:** 3 days