

# Selling Through Stellar Service<sup>®</sup>

## Service

Ensuring stellar service takes its rightful place at the forefront of your efforts to achieve business results

We're all in the business of satisfying customer needs. When customers come to you, they usually ask for what they need. But customers often have additional needs that go unmet because they don't realize you can address them.

Cross-sell/up-sell abilities are powerful tools for defending a business from threats such as global outsourcing, so they're soon likely to become a permanent standard for all employees. This is true for healthcare, banking, financial services, utilities, telecom, travel, retail, and every other industry.

In addition to the obvious direct revenue benefits from cross-selling and up-selling, a study by Informa Research Services shows overall customer loyalty grows when employees go beyond the basic purpose of the transaction and discuss other needs customers might have. Unfortunately, research by Gartner Inc. found that 70 percent of cross-selling efforts fail to increase revenue in any significant way. What's missing? Employees need to know what they're supposed to do, they need to care about the outcomes, and they need effective skills and tools.

*Selling Through Stellar Service<sup>®</sup>* gives your employees the need satisfaction model proven over four decades in top sales and service organizations worldwide. The training breaks down barriers by using language and context appropriate for employees who often feel they're not really salespeople. The skills help organizations save



Developing the 21st  
century workforce<sup>™</sup>

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money, by solving problems better and faster, and make money, through cross-selling and up-selling. Best of all, customers appreciate the increased focus on needs.

## Content & Outcomes

### Guiding Customer Conversations® (8 hours classroom)

The purpose of this module is to provide employees with skills for conducting conversations that effectively attend to external and internal customers' human and business needs. Participants will be able to:

- Recognize and overcome the barriers to effective customer conversations.
- Open a customer conversation in a way that gains customer confidence and cooperation.
- Learn what customers need by demonstrating effective probing techniques, including gently refocusing conversations in a more productive direction.
- Reply with information that has a positive focus and helps customers make decisions, including linking features and benefits to advice and recommendations, and presenting unwelcome information.
- Close a customer conversation in a way that maintains customer confidence.

### Expanding Customer Relationships™

(4 hours classroom)

(Participants complete *Guiding Customer Conversations*® as a prerequisite)

The purpose of this module is to provide employees with skills to expand the customer's business relationship by identifying and satisfying additional customer needs. Participants will be able to:

- Listen for clues to uncover additional customer needs and determine if the organization has products or services to meet those needs.
- Transition the conversation to learn more about additional needs.
- Reply with information that helps customers make decisions, linking features and benefits to customer needs.
- Resolve concerns that surface when a customer doubts, misunderstands, or doesn't like something about the advice or recommendation.

*Selling Through Stellar Service*® may be most effective when delivered as two separate modules with time between for learners to develop their need satisfaction skills.

Information on implementation options and details on each component are included in the product sheet for the entire system called *Achieving Stellar Service*® *Experiences*.

## A Systemic Approach

*Achieving Stellar Service*® *Experiences* is a comprehensive training system designed to provide a range of critical service skills vital to customer satisfaction and loyalty and to organizational success. The system's modular design allows participants to learn a range of skills—foundational, situational, incremental, supportive, organizational, and strategic—in the most effective and efficient way possible. The five workshops in the system build on one another to offer training solutions at every level, thus aligning service strategies with service behaviors throughout an organization.



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