

IMPROVING YOUR CUSTOMER'S EXPERIENCE

A ONE DAY SKILL BUILDING WORKSHOP FOR SMALL BUSINESS OWNERS

Break the mold! Be the business that has something more than just a great product to offer their customers: something unique and exclusive to your brand. Something which enhances your buyer's *experience*, creates long-lasting bonds and supplants a sensation in their memory about how it felt to exchange with you!

Built on the principles of meaningful dialogue, this program will benefit anyone wishing to strengthen engagement with their customers, staff and suppliers in order to increase the closing of sales and develop ongoing business relationships.

You will learn how to:

- Facilitate meaningful conversations which help to clarify your customers' needs and values.
- Develop a tool kit for improving your customer's experience.
- Create an environment where your customers are interested in what you have to say.

Key outcomes

- Increased chance of return business.
- Increased likelihood of referrals.
- Decreased chance of customer complaints or negative reviews.
- Supported word-of-mouth promotion and improved standing in the community.
- Improved workplace culture, team work, retention rates and employee engagement.

What people are saying

"A whole new way of engaging with people."

"The trainers were brilliant, very thorough! Their communication was very clear, they were very accessible and provided an easy and relaxed atmosphere."

"All staff would benefit from this type of training – even if just to learn new communication skills."

The Bottom Line

Invest in your customer's experience and create genuine, valuable and long-lasting relationships.



WHO SHOULD ATTEND

Small business owners
Store managers
Customer service representatives

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(One day)

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