



ESSENTIAL SERVICE SKILLS PROGRAM

What separates the *Essential Service Skills* learning program from other courses available?
You can start using these proven strategies immediately! All it takes is 24 hours to start seeing results...

HERE'S A QUICK OVERVIEW OF WHAT YOU'LL DISCOVER IN THIS GROUND-BREAKING PROGRAM:

- MODULE 1:** **The Ultimate Customer Service Blueprint**
Discover a powerful roadmap for outstanding customer service you can start implementing in just a few short hours.
- MODULE 2:** **Pinpointing Your Customer Service Weak Points**
Learn how to potentially grow your business twice as fast by tweaking this one thing that costs virtually nothing.
- MODULE 3:** **The True Cost Of Unhappy Customers...And What To Do About It**
Discover why your marketing is ineffective and how simple customer service strategies can boost your profits.
- MODULE 4:** **Turning Customer Service Into A Competitive Advantage**
Learn how to win against low-priced, better-stocked competition using this one simple customer service trick.
- MODULE 5:** **What Your Business Looks Like Through A Customer's Eyes**
Discover how to offer better service and increase sales whilst helping customers get what they want fast.
- MODULE 6:** **How To Use Customer Service To Drive More Sales**
These eight simple techniques can turn anyone who struggles with selling into a super sales person.
- MODULE 7:** **Instant Connections: How To Create A Great First Impression Every Time**
Discover strategies that will have you instantly connecting with customers and making a great first impression every time.
- MODULE 8:** **The Easiest Way To Provide Exceptional Service To Every Customer**
Discover the three-letter word that guarantees customers will line up to buy from you.
- MODULE 9:** **Winning Body Language - The Art Of Silently Connecting With Customers**
How to quickly connect with customers and drive more sales by using little-known body language techniques.
- MODULE 10:** **Phrases That Kill The Sale...And What To Say Instead**
Uncover common phrases staff say to customers that spell sabotage for sales...and learn what to say instead.
- MODULE 11:** **What You Don't Know About How Customers See You**
Identify common bad habits that are costing you customers...and how to fix these problems.

MODULE 13: How To Quickly Uncover What A Customer Really Wants

Learn the six foolproof steps to approach, engage and build trust with any customer - even if you struggle with small talk.

PLUS TWO FREE BONUS MODULES

BONUS MODULE 1: Turning Complaints Into Profits

Discover simple techniques to defuse angry customers before the situation blows out of control - and put a smile back on their faces. Plus, learn how to turn customer complaints into a growth opportunity for your business. If you care about your business' reputation, then you and your staff need the information in Turning Complaints Into Profits.

BONUS MODULE 2: Techniques And Tips For Serving Customers Better Over The Phone

Done right, phone service can instantly make a positive impression on a potential customer. Done wrong, it can cost you a customer before they ever set foot in your business. This module delivers a tried and tested system for connecting with customers over the phone...and as a bonus, we show you what to do **before** and **after** you answer the phone that will have your customers loving your business.

WHO SHOULD SIGN UP? Whether you're a business owner, manager or individual...experienced or brand new to the customer service industry...*Essential Service Skills* is the fastest, most effective and fun way to access stand-out service skills that will boost your business success and take your customer service career to new heights!

WHAT YOU GET WHEN YOU PURCHASE THE ESSENTIAL SERVICE SKILLS PROGRAM:

- ✓ Instant access to a refreshing and effective new approach to sensational customer service delivery. Unlimited access to 13 multimedia learning modules with videos, checklists and techniques. These modules contain of customer service ideas that have been proven to work in multiple industries...
- ✓ Rapid skill acquisition framework to fast-track the process of learning new skills into action in your OWN workplace!
- ✓ Systems based on more than 25 years testing and 'real world' experience...
- ✓ Dozens of tips and techniques to help you connect and engage with your customers – so they buy more and rave about your service to family and friends...
- ✓ Real life experiences to give a personal and relatable perspective on the key concepts...
- ✓ Skills specifically designed to create instant connections with customers that lead to lasting loyalty and increased sales.
- ✓ Activities to help you get real results FAST... so that you can start using these new skills immediately...
- ✓ Personalised Action Sheets – our 'choose your owns adventure' approach to prioritise learning and focus your energy on one skill at a time.
- ✓ Email tips to quickly target your efforts toward mastering individual service skills in your workplace.
- ✓ Access to full module transcripts to review the details of our module commentary at any time.
- ✓ Summary Notes for each module – a summarised version of the key learning points and skills.
- ✓ More support materials... checklists, activities and graphics in the program resource area.
- ✓ Protected by our 30-Day 100% Money Back Guarantee.

"I've seen scores of different systems and customer service coaching programs during my career. Although many of them had good content, I found them frustrating. These courses were often heavy on theory, but light on practical, usable strategies. When we were designing *Essential Service Skills* we remembered this irritation: that's why this program is designed to be approachable, entertaining and easy-to-implement for all staff."

SHELLEY THOMSON, Co-Founder, Customer Service 360

BENEFITS OF THE PROGRAM:

Connect Better With Customers | Double Your Business Growth | Reduce Staff Turnover | Turn One-Time Shoppers Into Lifelong Customers | Stand Out From Your Competitors | Use Complaints To Your Advantage | Convert More Lookers Into Buyers | Use *Essential Service Skills* As Your Core Internal Training | Utilise Our Great Service Challenges For Easy Integration Of Skills | Deliver Winning Customer Experiences Every Time | Build Loyal Customers | Springboard Staff Service Skills With This Fun, Easy-To-Understand & Practical Program

YES! WE WANT TO ELEVATE OUR CUSTOMER SERVICE SKILLS WITH THE ESSENTIAL SERVICE SKILLS PROGRAM.

CONTACT: T: +61 (0) 419 561 248 E: info@internationalconsultantstobusiness.com
www.internationalconsultantstobusiness.com

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