

Elevate Your Sales Skills and Enhance Customer Satisfaction



Title	Duration	Author	Course Description
<ul style="list-style-type: none"> Sales and Customer Service Essentials 	5 minutes	Absorb	In this microlearning module we'll look at some of the essentials everyone in customer service and sales should know. In sales, as in customer service, our job is to help the customer make a buying decision, but more importantly to help them make it easily. This module is packed with tips to help you do just that.
<ul style="list-style-type: none"> Listening to your Customers 	7 minutes	Absorb	This course explores what it means to listen to your customers and how listening can lead to better customer service.
<ul style="list-style-type: none"> Building Rapport with Customers 	7 minutes	Absorb	In this course we'll share insights into how you can improve your customer service by building rapport with your customers.
<ul style="list-style-type: none"> Customer Service: The Art of Body Language 	7 minutes	Absorb	In this microlearning module we'll look at the importance of body language when selling. Our body language speaks volumes, especially when selling. Don't worry you don't need to do an interpretive dance, this module covers some key practical body language tips from your handshake, to eye contact and even your posture to help you make more sales.
<ul style="list-style-type: none"> Creating Valuable Customer Relationships 	7 minutes	Absorb	The secret to successful selling is in building meaningful customer relationships. Buyers often buy from whom they like, and then use data and facts to justify their decision afterwards. So, how do we go about building meaningful customer relationships? In this course you learn how to better understand what your customers want, communicate features and benefits to guide your customers uncovering the value that is most meaningful to them and use storytelling to help them visualize how you can best be of service to them.
<ul style="list-style-type: none"> Customer Focus v2 	7 minutes	Absorb	As a salesperson your focus should shift away from constantly selling and promoting the product features. Instead, you should focus on understanding the unique needs of the customer and building a strong relationship with them. This module contains key tips and examples of customer focus in action.
<ul style="list-style-type: none"> Handling Customer Complaints 	7 minutes	Absorb	Customer complaints are a fact a life, after all, you can't make everyone happy all the time. But the way you deal with complaints is really important, stopping these type of situations escalating has a big impact on the business as well as your own feelings. This module covers tips for dealing with customer complaints.
<ul style="list-style-type: none"> Customer Feedback 	7 minutes	Absorb	This course will show you how you can get better customer feedback and then use it to improve your products and services.
<ul style="list-style-type: none"> Sales Effectiveness 	15 minutes	Absorb	Sales effectiveness measures how well a sales team behavior aligns with company strategy. When measured correctly, sales effectiveness is a powerful tool for sales teams to improve their metrics of performance. In this course you'll gain an understanding of which metrics and key performance indicators (KPI's) should be measured to help optimize sales effectiveness.
<ul style="list-style-type: none"> Sales Tips: Questioning and Listening 	5 minutes	Absorb	In this microlearning module we'll look at how asking the right questions in sales situation can help you close and upsell. Asking good questions and listening rather than talking are two keys to sales success. We'll give you some key questions you can adapt and use in your next sales situation to supercharge your sales technique.

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<ul style="list-style-type: none"> Understanding Customer Motivation 	15 minutes	Absorb	As professional salespeople, we need to understand that nobody likes to be sold to, but everyone likes to buy. Therefore, to be successful in sales, it's important that we learn to see the world from the perspective of our buyers. We need to help our buyers make informed buying decisions. In this course we'll explain what motivates customers to make their purchases and then how to best position what you are selling so it will be most appealing to your target customer.
<ul style="list-style-type: none"> Understanding Customer Needs 	7 minutes	Absorb	In this course we'll show you how to better understand customer needs which will help you to provide quality service and make more sales.
<ul style="list-style-type: none"> Closing Sales 	25 minutes	Absorb	As sellers, we've all been there. We've got a deal that just won't close. It's been in our sales pipeline and it's just not moving. What can you do about this? This course will help you optimize your journey through the sales cycle so that you can close business with your prospect in a timely manner.