

## Elevate Your Sales Skills and Enhance Customer Satisfaction



Title	Duration	Author	Course Description
• Customer Service Basics	7 minutes	HSI-ej4	When you work for an organization of any kind, you know that customer satisfaction is paramount to a successful business. Therefore, customer service training is a must. That's what this course is all about. We'll discuss setting and meeting customer expectations and understanding customer needs.
• Being Customer-Centric	6 minutes	HSI-ej4	Being customer-centric means putting the customer at the center of a business's strategy, culture, and decision-making process. This approach prioritizes customers' needs, preferences, satisfaction, and retention. And being intentional about how each role connects to meeting the customer's needs can significantly impact your organization. In this course, we'll take a detailed look at the benefits of implementing this approach across the different areas of your workplace, and then talk through some strategies to make it happen.
• Creating Great Customer Conversations	6 minutes	HSI-ej4	Why are customer conversations so important? It might seem like focusing on social media, survey feedback, or complaints is more essential. But the time we spend talking to customers is extremely important. So, we should do everything we can to make it count. No matter your business or role, there are four parts of excellent customer interactions that make great customer conversations, and that's what we'll cover in this program: greet, inquire, act, and thank.
• Delivering a Positive Customer Experience	6 minutes	HSI-ej4	Customer experience is the new business imperative. It encompasses everything that a customer experiences throughout their journey. It's the sum total of their interactions with a business. This course teaches about what it takes to ensure a positive customer experience with every interaction so that customers will choose to keep coming back. We'll discuss having seamless touchpoints, creating meaningful customer interactions, understanding needs and expectations, and more.
• Customer Relationship Management	7 minutes	HSI-ej4	Customer relationship management, or CRM, is the combination of principles, practices, strategies, and technologies used to manage and analyze customer interactions, and data, throughout the customer lifecycle. In this program, you'll learn how to use CRM to build customer relationships, drive retention, streamline processes, grow sales, and enhance the customer experience.
• Customer Retention	7 minutes	HSI-ej4	In today's fiercely competitive business landscape, retaining existing customers is just as important as acquiring new ones. In this program, we'll talk about the knowledge and strategies you need to excel in customer retention and secure long-term sales success. We'll discuss building strong customer relationships with communication and personalization. We'll go over strategies like using customer loyalty programs and providing superior customer service. We'll also cover how to measure customer retention using KPIs and other metrics.
• Handling Customer Complaints	6 minutes	HSI-ej4	One thing we know about business is that customers complain. As an organization, it's impossible to always get it right for every customer, every time. But customer complaints aren't necessarily a bad thing. Why? Because it's direct customer feedback, and if that customer complains directly to a bank employee, then the bank gets the opportunity to rectify the situation, changing the negative experience into a positive one. In this course, we'll talk about why handling customer complaints properly is important, and we'll discuss the process for dealing with these situations successfully.
• Good vs. Bad Customer Experiences	8 minutes	HSI-ej4	Customer experience, or CX, refers to the development of the bond between a customer and a brand. Businesses have many opportunities to strengthen that bond – or to weaken it. Because the customer's experience isn't just at the time of purchase. There are many touchpoints along the customer journey that can make or break the trip. Which also means no matter where you work in the company, you can have an impact that matters. In this course, we walk through some examples of good and bad experiences at different points on the journey, so you can see how to guide your clients down the right path.
• The Four P's of Creating Loyal Customers	6 minutes	HSI-ej4	To create more loyal customers, we need the four P's of creating customer loyalty, a series of principles designed to cultivate trust and repeat purchases among your customers. In this course, we'll take an in-depth look at the 4 Ps: products and services, process, perform, and people.

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• Determining Customer Needs	4 minutes	HSI-ej4	We need to figure out what our customers really need. Without a need, don't proceed!
• Tough Customers: The Entitled	5 minutes	HSI-ej4	One of the most common tough customers is the entitled customer. They expect special treatment, and often, they don't play fair. In this course, we'll cover all that needs to be done to successfully deal with the entitled customer.
• Tough Customers: The Bully	6 minutes	HSI-ej4	In this course, we'll talk about a tough customer that you're likely to run into during sales calls: the bully. This client may raise their voice, make demands, and dominate the conversation. But you still need to make the sale. Let's discuss how to sell to these people. We'll touch on nerves, body language, and tone. We'll also go over some conversational tips and the proper ways to handle conflict.
• Tough Customers: The Expert	6 minutes	HSI-ej4	Have you ever tried to sell to a customer who thinks they know it all? This tough customer is known as the expert. They know everything about your products or service, they criticize things that you say or do, and they definitely don't want your advice. Super easy sell, right? Wrong, but it's not an impossible sale.
• Tough Customers: The Grump	5 minutes	HSI-ej4	You'll find tough customers in any industry, and sooner or later, you're going to have angry customers. We all know them – the grumps. Dealing with a grump is a several step process and that's what we'll cover here.
• Tough Customers: The Hesitator	5 minutes	HSI-ej4	Being a salesperson is difficult, and tough customers will throw all sorts of obstacles at you, from their budget or schedule, to "better" competition or the need to run it by their boss. All of these objections can be overcome, but the really tricky customer is the hesitator. The hesitator is indecisive, and they take up more of your time than they should. So, what's the best way to deal with the hesitator? That's what we'll cover here.
• Sales Management Basics	5 minutes	HSI-ej4	At its most basic, sales management is the process of developing a sales force, coordinating sales operations, and implementing sales techniques. Besides helping your company reach its sales objectives, the sales management process allows you to stay in tune with your industry as it grows. In this course, we'll discuss this process.
• Selling To Different Customer Roles	6 minutes	HSI-ej4	This class shows how customers who work in different roles have different—sometimes very selfish—needs. If you try to sell the same benefit of your solution to every buyer in a particular account, some respond and others don't. The answer is that they have a different perspective as to what is needed...because they have a different area of responsibility. Figure it all out in this fast moving class.
• Building GREAT Sales Relationships	7 minutes	HSI-ej4	We've all heard that "customers buy from people they like." Building a great personal relationship is a key factor in long-term sales success. This program shows how to solidify the business relationship by strengthening the personal relationship, and provides techniques for getting to know customers better and helping them to open up.
• Handling Sales Rejection	5 minutes	HSI-ej4	Sales rejection is an inevitable part of any sales professional's job. Whether you're selling a product or service, there will always be times when a potential customer will say no to your offer. Handling rejection can be tough, but it's an important skill to learn if you want to be successful in sales. In this program, we'll explore some strategies that can help you do just that.
• Sales Performance Measurement and Reporting	7 minutes	HSI-ej4	There's a lot of pressure to hit sales quotas. Therefore, as a sales manager, you first need to identify the key sales performance metrics by which to judge your sales reps. Because if you can't measure it, you can't manage it. By studying these metrics, you can improve the performance of your reps, stay on top of opportunities, and manage the health of the sales funnel. In this program, we'll discuss which key metrics to look at for improving your team's performance.
• Sales Time Management	6 minutes	HSI-ej4	There's always so much to do and so little time. Between researching prospects, keeping in touch with leads, writing proposals, sending in expense reports, not to mention actual sales calls, it's hard to know where to start. In this course, we'll help you out with all of that. We'll cover setting goals, weekly planning, prioritizing, getting organized, and much more. We'll also go over things to avoid and the importance of taking breaks.