

## Elevate Your Sales Skills and Enhance Customer Satisfaction



Title	Duration	Author	Course Description
• Remarkable Customer Service: Anticipating Customer Needs	5 minutes	The Jeff Havens Company	This hilarious video course deals with how to recognize customer needs even when your customers don't explicitly ask for something. Does this mean you'll have to master mind reading? Of course not, although you'll see an awesomely bad attempt at that here. Rather, it involves listening carefully and...well, if you want to know the rest, just watch the video
• Remarkable Customer Service: How to Express Empathy	10 minutes	The Jeff Havens Company	The ability to express empathy for your customers' needs and concerns is one of the most important qualities in providing an exceptional customer experience. This video course will cover various right (and hilariously wrong) ways to do it. Will there be some shouting? Probably. Will there also be an animatronic dinosaur?
• Remarkable Customer Service: How to Tell a Customer No	10 minutes	The Jeff Havens Company	This video course will help you deal with any instance in which you might be unable to fulfill a customer need. There's a big difference between talking about what you can't do and what you can do, and we'll cover exactly what those differences are. You'll also learn what an ocelot is, and where you can legally drive a tank.
• Remarkable Customer Service: Names and Greetings	10 minutes	The Jeff Havens Company	This video course will show you how ridiculously easy it is to establish a positive first impression by using your customer's name along with an inviting greeting. That may make you think this will be a boring video, which is why we've filmed a bunch of ways to screw this all up to make it worth watching. You'll also learn the best name for a store based in Alabama. How is such a random tangent possible? You'll have to watch to find out!
• Remarkable Customer Service: Striking a Balance Between Too Formal and Too Casual	10 minutes	The Jeff Havens Company	This video course discusses the importance of establishing the right atmosphere in customer interactions. A too-casual approach can appear unprofessional, while a too-formal approach can be cold and off-putting. In addition to learning how to find the right balance, you'll also learn about an amazing haircut that should never have gone out of style..
• Remarkable Customer Service: The Three Magic Words of Customer Service	10 minutes	The Jeff Havens Company	This video course will reveal the mystical secret of the three most important words in the entire customer experience. What are those three words? I enjoy candlelight? Ferrets are squirmy? Blue pickle pizza? We can't give it away here, or you wouldn't want to watch the video. Plus there's a thinly-veiled robbery at the end of this one, so get ready for some action-packed mayhem
• Remarkable Customer Service: When, If, and How To Go Off Script	10 minutes	The Jeff Havens Company	In this video course we discuss the various benefits of using a customer service script, as well as the potential pitfalls. But don't worry, because we also talk about how to avoid them. You'll also see someone yelling uselessly at an inanimate object, and you might find a lovely example of someone completely failing to express genuine remorse. This video will almost certainly spark a discussion about how to improve whatever script you're currently using.
• Master Your Customer Service For Business Growth	55 minutes	The Expert Academy	Do you want to improve customer satisfaction? Are you really making your customers happy? Are you focusing on customer experience management in your business? Are you doing everything you can to give your clients what they want and need? This course is aimed at helping you to design a customer experience that will truly differentiate you from the competition.
• Emotional Intelligence in Customer Service and Sales	42 minutes	The Expert Academy	This comprehensive course on emotional intelligence in customer service and sales is designed to equip you with essential skills to excel in your professional interactions. Over six short video-based lectures, you will gain a deep understanding of what emotional intelligence truly entails. We will explore the various types of emotional intelligence and delve into practical strategies for harnessing its power to enhance your sales performance
• CLEAR Service	15 minutes	7 Dimensions	CLEAR Service is a course for everyone as we are all providing service to our teams, our clients and our managers. Psychologist Eve Ash explains that we give great service and solve difficult problems, especially when we are CLEAR: clarifying, listening, empathizing, asking and resolving.
• Consistent Sensational Service	30 minutes	7 Dimensions	In this Consistent Sensational Service course, you will learn how to deliver sensational service consistently – with your words, tone of voice, body language, and especially your actions, every time, all the time. In this dramatized case study, Carol considers sensational service is all about definite action and punctuality, and that service providers have passion and exceed her expectations.

## Elevate Your Sales Skills and Enhance Customer Satisfaction



Title	Duration	Author	Course Description
• Sales Skills Every Salesperson Master	120 minutes	The Expert Academy	In this course, you will learn how to close a deal without appearing like a salesperson, as well as how to improve your sales efficiency and improve time management. You will gain the necessary skills to be more authentic, capable and knowledgeable. Before long, "selling" will feel like second nature. Here, you will learn crucial sales techniques that are designed to help you achieve your goals. In addition, this course will also enlighten you on how to handle and overcome objections.
• Developing Sales Capabilities	30 minutes	7 Dimensions	Developing Sales Capabilities is a course which shows how to develop sales people to easily achieve success. Sadhana Smiles explains to Eve Ash how to hire for attitude and use work tests when recruiting and hiring. Sadhana says the key ingredients for developing your sales people are to hire the right people, set a strong path from the first day, establish personal business plans and create a desire to belong.
• Starting Relationship Selling	20 minutes	7 Dimensions	Starting Relationship Selling is part of the Cutting Edge Communication Comedy Series. A powerful training series covering over 80 workplace topics every workplace needs to address. Short, sharp and funny with simple messages and skills for everyone. Cutting Edge Communication follows several characters through a landscape of social faux pas, insult and embarrassment.
• Buyer Persona	30 minutes	London School of Sales	The better you understand the buying process, the better you are able to match your solution to their specific needs, and support the change process, the greater the value you will be offering to the prospect. Most B2B sales do not follow a linear process, instead the process operates in a loop with multiple stakeholders or buyers having to be simultaneously engaged.
• Sales Negotiation	30 minutes	London School of Sales	Every time a transaction takes place where there is a need being fulfilled there is an opportunity to negotiate. It is a two-way process and an opportunity for both the seller and the buyer. This module looks at what negotiation is and how the process may differ depending on whom you are dealing with. It provides a framework for managing the negotiation process, including what you need to prepare, that will improve your chances of success.
• Creating and Maintaining Urgency	30 minutes	London School of Sales	Being unable to create urgency is one of the biggest reasons why sales do not progress quickly through the sales process. When barriers exist, this leads to lengthening of the sales cycle and a push back on the decision. This module provides insight, strategies and examples of how urgency can be managed throughout the sales process and why it's crucial to do this from the onset.
• Pitching and Influencing	20 minutes	7 Dimensions	In Pitching and Influencing, Tammy (who wants to manage the Chinese branch of Cutting Edge) flatters Carol that she's good at pitching and influencing. Carol knows this; meanwhile she is unimpressed with Sherrys attempt to pitch for improved work conditions. Sam advises the importance of succinctness and rehearsal before going in front of people, while not sounding robotic and looking out for peoples verbal and non-verbal cues. Carol invites Tammy to pitch her idea, which Tammy does timidly, then too forcefully. Dion seeks the advice of trusted colleagues and doing research as part of his preparation. Steve and Barney discuss the value of making a presentation inspiring and memorable. Both Dion and Casey wow the cautious Sam with their respective pitches demonstrating that energy, enthusiasm and charm are key to selling the customer.
• Sales Mastery For Profit Growth	25 minutes	The Expert Academy	In this course, you are going to understand exactly how to use psychology in sales, and how to implement these techniques within your current sales methodology. The content will largely focus on the customer's perspective and state of mind, which we then make best the use of to navigate the way we speak to them.
• Generate More Sales Leads with Social Selling	126 minutes	The Expert Academy	This course covers the power of social selling, including the importance of integrating social into your current sales process so that you can use it alongside the phone, email and face-to-face meetings. This practical programme introduces you to modern relationship-building techniques which have the aim of leading to sales.
• Entrepreneurship Mini MBA: Marketing and Sales	20 minutes	The Expert Academy	There are many different marketing strategies, each serving a different purpose depending on a variety of factors: demographic, type of business and desired outcome. This course will highlight marketing strategies beyond the standard email to help you effectively target your audience and quickly gain traction.