

| Exceptional Customer Service | Content |
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| <p>The provision of a reliable and effective client care is the lifeblood of every broker, and is even more important now with the FCA 'Treating Customers Fairly' initiative, yet the issues which need to be addressed are extremely variable.</p> <p>Through assessment and discussion, we define these issues, the way they need to be dealt with, and which skills require development.</p> <p>The course aims to raise awareness of customer service and assist delegates in providing exceptional client care.</p> | <ul style="list-style-type: none"> • Define the factors of exceptional service' • Consequences of poor service • 'Treating Customers Fairly' – required outcomes and assessment • Nature of communication • Importance of 'first impressions' • Factors of good and bad communication • Active listening skills • Effective questioning techniques • Taking advantage of sales opportunities • Voice impact • Handling complaints • Dealing with difficult situations • Assertive behaviour • Overcoming objections |