

Course Outline

Exceptional Customer Service	Content
<p>The provision of reliable and effective client care is the lifeblood of every broker, and is even more important now with the FSA '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, how to deal with them, 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 • The 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