



CRITICAL SERVICE & SALES™

Adding Revenue and Creating Service Excellence, One Customer at a Time

Every interaction between your staff and your customers matter, and an effective customer experience is at the center of what sets you apart from the rest. In fact, best-in-class companies view the service channel as a revenue generator, moreso than a cost center. Why? Because a positive customer experience creates additional revenue and is a key brand differentiator while also driving customer loyalty.

The critical question all Service and Sales Professionals want to know is, “How can I best serve my customer?” While the answer varies based on a range of factors, it always starts with the customer.

All customers have needs which are the driving forces behind purchase decisions. Successful Service and Sales Professionals expertly service their customers while also uncovering their needs and use what they learn as the foundation for adding value to the interaction. In doing so, they create an experience for the customer that says, “You know me, you care about me, and I am valuable to you!”

Based on this, we designed **Critical Service & Sales Skills™**, a training program that empowers your service or retail staff to provide the customer-focused experience expected from today's top organizations.

Every loyal customer relationship is built on a solid customer service foundation. Without it, your customers are only one interaction away from taking their business to your competition.

Smart Training Implementation Plans

After years of successfully supporting organizations achieve their sales objectives through our training services, we've realized there are few things more critical to the success of a training initiative than a well-designed training implementation plan.

Prior to the training, Janek will work closely with your team to develop a plan that focuses on three key areas: before, during and after the training. By creating a plan to prepare the participants prior to the training, delivering tailored training solutions and supporting the participants following the training, we ensure the highest ROI and overall results.

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Program Benefits & Outcomes

- Quickly create connections, build trust, and establish a positive customer experience using effective relationship-building skills and best practices
- Develop best-in-class customer service skills that drive loyalty
- Build stronger, longer-lasting customer relationships by adding value to the customer interaction based on customer needs
- Cross-sell by quickly identifying what is most important to the customer and where you can add value
- Reduce the number of customer objections and dissatisfaction and gain loyalty by adopting a disciplined customer centric approach

Additional Services

- **Customization:** Janek can either leverage its existing suite of award-winning curriculum or provide robust customization services to create tailored training for your team.
- **Reinforcement:** Janek offers reinforcement programs to support the effective implementation of the skills provided in the workshop in real-world sales calls.
- **Measurement:** Janek supports clients in validating the effectiveness of the sales training in terms of performance improvement, business results and ROI.

**Ready to
Get Started?**

To schedule a private training for your organization, visit www.janek.com or call **800.979.0079** today.

Target Audience

- Customer Service Advisors
- Retail Sales Professionals
- Sales Support Staff

Workshop Length

- 1 or Multi-Day Format

Participant Materials

- Training Workbook
- Supporting Worksheets
- Job Aides
- Program Certification

Delivery Options

- Instructor-Led Classroom
- Instructor-Led Virtual
- Train-the-Trainer Certification

About Janek

Maximizing your sales performance is Janek's top priority.

Our trainers combine personal success as sales professionals with proven effectiveness as sales trainers. Meeting you where you are, we take you to where you want to be – with all the tools and strategies you need to reach your true potential.

To learn more about Janek and our training options, visit us online at www.janek.com.