

# Critical Service and Sales™ Skills

## How Top Performers Sell

Today's modern buyers are more demanding, have greater expectations and require a higher level of service. To meet and exceed these expectations, your team needs Critical Service and Sales Skills.

Critical Service and Sales Skills is a proven service methodology that teaches service professionals how to quickly connect and build trust, identify the service need, enhance the relationship, uncover hidden sales opportunities and dramatically improve their effectiveness in delivering a high-value customer experience.



## Benefits of Critical Service and Sales Skills

- **Quickly create connections, build trust,** and create a positive customer experience
- **Achieve the coveted status of “Trusted Advisor,”** exceed customer expectations, and create customer loyalty
- **Identify hidden sales opportunities** by going beyond the surface to discover what is most important to the customer
- **Expertly determine when** best serving the customer includes introducing solutions that enhance the customer experience
- **Reduce the number of objections and dissatisfaction** from customers by adopting a disciplined Critical Service and Sales Skills approach



## Quick Facts

### Perfect for

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

### Workshop Length

- 1-day or multi-day format

### Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Materials delivered print & digital

### Delivery Options

- Instruction-led classroom
- Instruction-led virtual
- Train-the-trainer certification

Using real-world examples to illustrate key sales training concepts, the Critical Service and Sales Skills program fosters the development of research-based skills imperative for success in today's competitive marketplace.

### Program Objectives of Critical Service and Sales Skills

- Determine the difference between a **typical service professional and that of a Trusted Advisor**
- **Warmly greet customers, create rapport, offer to help,** and set a positive tone for the customer experience
- Demonstrate attentiveness towards the customer **using acknowledgment, appreciation, and assurance**
- **Utilize appropriate questioning and active listening skills to thoroughly uncover customer needs**
- Recommend solution(s) by **presenting product and service benefits specifically tailored to customer needs**
- Effectively **close the service interaction** through a personalized wrap-up
- Handle objections and customer concerns using a four-step methodology designed to **uncover and address the customer's true concern** while maintaining trust and credibility as a Trusted Advisor

### Maximize your sales training investment

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

#### Customization

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

#### Measurement

Validate training effectiveness in terms of performance improvement, business results, and ROI.

#### Reinforcement

Take advantage of our turn-key and hands-on training reinforcement solutions.

#### Technology

Use an innovative technology solution to reinforce training in a convenient and fun format.

**"Let me say thank you for helping us with a great year. We saw KPIs that beat budgets in key areas and 40% increase in property sales goals achieved YOY. The Janek training we did was a big part of our last year success, so again thank you for that."**

**David Paul**  
Director of Operations, EBG



### About Janek

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

#### Ready to get started?

To schedule training for your organization visit [www.janek.com](http://www.janek.com) or call **800.979.0079**

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