



PRESENTS
SALES AND CUSTOMER SERVICE DURING
COVID-19 PANDEMIC

Introduction	<p>Companies all across industries including Banks are being negatively impacted by the pandemic. Hence, businesses must take action to mitigate and prevent financial damage by evaluating and shifting business strategies and tactics. Sales along with customer service is of prime importance even in current situation. It is imperative for the business industry to understand the importance of customer service, customer relationship, and their decision journey to invest in today's scenario. The enhancement in creation and retention of customers depends up on what experience we provide it to them.</p> <p>In line with the same, SALES: IS THE LIFEBLOOD OF ANY BUSINESS. Understanding the sales relationship management, the entire sales process and managing the complaint along with providing after sales service is ultimately the driving force for any business.</p>
Contents	<ul style="list-style-type: none">• The importance of customers in today's business model• The new customer realities• What is Customer Relationship Management (CRM)• The Customer Lifecycle Process• The Consumer Decision Journey (CDJ)• Why Customers Quit ?• The importance of Customer Service• Customer Satisfaction Model (Teboul Model)• Service Excellence (The Kano Model)• Service Quality• Complaint Management and Service Recovery• Understanding Sales Relationship Management• Difference between Selling and Hawking• The process of " Consultative Selling "• The Six Step Sales Process• The Sales Funnel• Objection Handling
Duration	4 sessions of 1.5 hrs each(on-line Virtual Class Room via Microsoft Team)
Target Audience	Customer Service and Sales Department

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Program Details

Date	31st July 2020 and 1s August 2020
Time	31st July 2020: 2:30pm to 5:45pm (15mins break from 4:00pm to 4:15pm) 1st August 2020: 9:30am to 12:45pm (15mins break from 11:00am to 11:15am)
Trainer's Profile	<p>Parthasarathi Ganguly</p> <p>Mr. Ganguly has the expertise in professional training in Banking and Soft Skills Development mainly Leadership, Customer Service, Sales and Supervisory skills. Previously, he was the Director at the Center for Continual Learning and Development at Ace Institute of Management.</p> <p>He has also worked as a Senior Consultant Trainer with TimesPro, India and with HSBC (The Hongkong and Shanghai Banking Corporation Ltd) for 24 years and the last designation held was that of Vice President – Retail Banking, India. He is a Post Graduate and gold medalist in Economics from Rabindra Bharati University, India and is a professional trainer in Banking and Soft Skills Development.</p> <p>His areas of expertise include banking, teaching, training and facilitation. A corporate trainer and management consultant in Banking and Soft Skills Development who is proficient in conceptualizing and developing training and development initiatives for improved productivity, building capacity and quality enhancement.</p>