

SCHOOL OF SALES AND SERVICE DELIVERY





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Customers are at the heart of every successful organization - they pay our salaries, so we must be good at finding new customers and transforming our existing customers into advocates.

Our School of Sales & Service Delivery provides a number of learning interventions and programs that will help build these capabilities in your people and teams as follows:

S/No	Brand	Workshop Name	Description
1.	The Lean Machine	Managing Operational & Service Excellence	Participants will be able to apply a variety of tools, skills and frameworks to improve the operations of the various departments and activities in their organization.
2.	Delightful Service	Managing Customer Experience	This workshop is focused on building the capabilities of professionals to offer fantastic service, meet and exceed customer expectations, manage customer experience and create advocates out of their customers
3.	Winning Hearts & Pockets	Consultative Selling	Participants will be able to use consultative selling techniques to drive their entire sales process so that they can have a constant pipeline of potential customers and keep the cash register ringing.



Managing Customer Expectations

Operations are at the heart of every organization; department; unit or team. Operations are everywhere, and operations affect everything. Managers and professionals at all levels should understand how to manage operations because operations affect everything - especially the quality of service that we deliver to our customers.

An Overview of Delightful Service

In this opening module, we will learn some foundational principles of creating delightful experiences for our customers - starting with the Mirror Principle to create Service Charters, the Naira Value of Customer Service and the Fantastic Service Equation

Understanding Customer Expectations

Participants will learn about the RATER framework that focuses on the five expectation categories that all customers have - Reliability, Assurance, Tangibles, Empathy and Responsiveness and how to apply this framework to meeting and exceeding customer expectations.

Governing Forces of Customer Service

In module three we will focus on the Governing Forces of Customer Service that actually ensure that the five expectations are met - Job Skills; Communication Skills; Attitude, Shared Vision and Teamwork; and Disciplined Processes & Processes.

Managing Customer Complaints and Irate Customers

Participants will learn about how to set-up and manage effective systems for managing customer complaints and translating those complaints to opportunities for service recovery and improvement. They will also practice the three powerful techniques for managing difficult and irate customers.

Customer Experience Management

In the final module, we will practice managing customer experience across the various service touch-points and interfaces that customers have and ensuring that we can create the best experiences for our customers using RATER and the Governing Forces.

Delivery will involve the use of a number of experiential activities including self-assessments, case studies, reflective practice and role plays, amongst others. Program can be further customized to meet the organization's specific needs.



Managing Operational and Service Excellence

Operations are at the heart of every organization; department; unit or team. Operations are everywhere, and operations affect everything. Managers and professionals at all levels should understand how to manage operations because operations affect everything - especially the quality of service that we deliver to our customers.

The Profit-Service Chain Model

In this opening module, we will explore the Profit-Service Chain Model, and the relationship between great products, good people, disciplined operations, excellence service and profits and how organizations must build the right structures and operations to achieve great results.

The Purpose and Components of Operations

Participants will learn about the various components of every operational system and the interplay of these components and the difference that they make - equipment, inventory, energy and people.

Key Tasks of Operations Management

In module three we will look at the keys tasks of operations management which are two-pronged: achieving the outcomes of the task and ensuring effectiveness and efficiency by focusing on different functions, Quality, Quantity, Price and Service.

Types of Operations and Systems

Participants will learn about the various types of processes that exist in their operations - continuous processes; project processes and batch processes; how to choose appropriate processes and carrying out process and trade-off analysis.

Diagnosing and Solving Operations Problems

In the final module, we will explore the different models for process improvement - Total Quality Management; Just-In-Time; Operations Controls and Risk Management and how to use these models to diagnose, improve and solve operational challenges.

Delivery will involve the use of a number of experiential activities including self-assessments, case studies, reflective practice and role plays, amongst others. Program can be further customized to meet the organization's specific needs.



Consultative Selling

Effective sales professionals and managers understand the difference that consultative selling makes - it is a major paradigm shift from what most sales professionals do. It is about focusing on the customers' needs rather than on your own products and selling based on those needs. When commercial organizations and their sales professionals start to use consultative selling techniques, everything changes, the cash machine keeps ringing and most importantly, you have a pipeline full of opportunities all-year round.

Consultative Selling Basics

In this opening module, we will begin by creating the paradigm shift of transitioning from product-evangelism to consultative selling and the basics of consultative selling - sales cycles; sales knowledge, conditions of satisfaction.

Sales Communication

Effective communication is essential to selling, and in this module, we will practice writing consultative sales proposals; designing and delivering consultative sales presentations; and the skills for listening and relating with customers and colleagues to achieve your sales.

The Science of Selling

In module three we will focus on some of "scientific" tools for selling, and managing sales like Territory Planning, Lead Generation, Account Planning, Sales Forecasting and Competency & Frequency Measures

The Art of Selling

Participants will focus on the art of selling by building their skills in the areas of personal and professional networking, negotiation skills as well as their personal branding and grooming that will make a big difference to your selling success.

Managing Sales & Sales Teams

In the final module, we will practice the skills for managing sales teams and sales results particularly techniques for sales coaching and mentoring and tools for improving sales performance.

Delivery will involve the use of a number of experiential activities including self-assessments, case studies, reflective practice and role plays, amongst others. Program can be further customized to meet the organization's specific needs.



About Learning Impact NG

Learning Impact NG is a leading provider of Organizational learning, strategy consulting and financial literacy solutions in Nigeria. The was incorporated on the 25th of June 2010 and was founded by Omagbitse Barrow, a young and dynamic Investment Banker, turned Human Resources and Learning Manager who had spent a decade working at Investment Banking & Trust Company (IBTC) and later Stanbic IBTC Pension Managers and Stanbic IBTC Bank.

In the early days (2010-2013), Learning Impact NG was the exclusive license partner for John C Maxwell Corporate Leadership Development Programs in Nigeria. The company still offers John Maxwell Training Programs through its leaders who are members of the John Maxwell Team.

However, most of the company's focus has been in developing and deploying bespoke learning and consulting solutions for its clients across 7 major areas of learning and in a variety of specialist areas of consulting and creative solutions.

We have worked with some of the largest institutions across a variety of industries in Nigeria's private, public and non-profit sectors. In addition to traditional classroom training, we are at the forefront of the use of learning technology in Nigeria with our innovative Animated Educational Videos that we have deployed for several institutions; our 100% home-made Learning Management System with robust indigenous courseware; and our unique EPaper Vendor service and other Knowledge Management Services that we offer.

Our vision is to help Organizations, individuals and our society to be better, and our core capabilities are around research, innovation, cost-effectiveness, and a passion for impact. The values that drive us are Leadership, Learning, Selling and Service, and our employee proposition and brand are woven around these.

We are a Company that dares to be different, and desires to do great things for our society and our world, so please join us on this mission-critical journey to help us all to BE BETTER.

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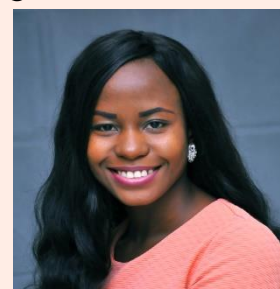
Our Learning Design & Delivery Methodology

Based on our proprietary Learning Impact Model, our team of designers and facilitators at Learning Impact NG are focused on ensuring that the impact of all our solutions are sustained beyond the “event” or “intervention”. We pay attention to the following in all our intervention design and delivery:

- **Adult Learning Principles** - There are a number of principles of adult learning that drive our approach including but not limited to the fact that adult learners are pressed for time; goal-oriented; bring previous knowledge and experience; have a finite capacity for information; have different motivation levels and have different learning styles.
- **Human Performance Improvement** - We ensure that we undertake a root-cause analysis of the performance challenges that organizations are facing and use this as the basis of designing our solutions and interventions. This way we deal with the real issues and not just the symptoms.
- **The Learning Impact Model** - We encourage our clients to deploy a learning policy framework that creates awareness and desire through pre-training activities; builds knowledge and ability through the actual content and delivery; and reinforces learning through post-training activities. This way, learning and consulting solutions create real CHANGE in the organizations.
- **Programmatic Evaluation** - We focus on evaluating the impact of learning using a variety of tools across the four levels of evaluation - reaction, knowledge transfer, behavioural change, and impact.
- **Experiential Design & Delivery** - We are champions of the use of experiential delivery and facilitation techniques particularly in the areas of indigenous case studies and rich media
- **Scalability and Impact:** Using learning technology and the support we give to internal faculties with our customizable content, we help to increase the scalability and impact of our solutions.

Our commitment to these underlying principles will ensure that learning creates a CHANGE for your team members and your organization.

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COMMENTS / FEEDBACK FROM CLIENTS



- ❖ *It is more of a deliverance programme to me; A great reindentation indeed – SEC – managing your Personal Finances.*
- ❖ *I am highly impressed with the content and delivery of this training. I shall personally follow-up on my friends who are in need this kind of training and ensure they attend. – Presentation skills for Professionals - GRM Consulting*
- ❖ *The training was very educative and made an impact on things and core areas I would like to make changes in, I would like to come back to Learning Impact for another training related to the Pension Industry.- Strategic Service Management in Pension Industry- FCMB*
- ❖ *The training is impactful and what I've learnt would enable me to be effective and efficient in discharging my responsibilities. Business Writing Skills Training - NIPC*

CONTACT US

For enquiries;
Call us or visit our website
Feel free to reach us on any of our social media accounts
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School of Strategy and Innovation

School of Financial Literacy & Business Acumen

School of Human Resources & Learning

School of Sales & Service Delivery

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