

ADDRESS CUSTOMER NEEDS

IR Course

Are you delivering positive experiences and outcomes for your customers? Are you sure? How you meet your customers' needs directly impacts your bottom line.

Providing a positive customer experience is the responsibility of everyone in your workplace.

Customers are vital for your organisation and every interaction and communication is the opportunity to build your reputation, grow your revenue and deliver short and long term results for your business.

As a non-accredited course, all participants completing this course will receive a Certificate of Attendance.

Undertake the MTA Customer Needs Training to:

- ▶ Meet and exceed the needs and expectations of your customers
- ▶ Avoid making costly and/or unrealistic promises
- ▶ **Increase business revenue**

This workshop will support business owners and staff interfacing with customers to:

- ▶ Deliver exceptional customer service before, during and after purchase of your product and/or service
- ▶ Communicate effectively with customers and other service providers
- ▶ Ensure available services and the needs of the clients are matched
- ▶ Apply positive early intervention strategies if a potential conflict arises
- ▶ Build and maintain a referral and network base to grow your business
- ▶ Keep existing customers coming back
- ▶ Keep accurate customer contact records

For further information, please go to: www.mtaofsa.com.au/training/address-customer-needs

Course Costs: \$375 MTA members | \$440 Non-members

Time: 9:00am - 4:00pm

Date: See events calendar for upcoming training: <http://www.mtaofsa.com.au/documents/mta-ir-calendar-2017-18.pdf>

Delivery Mode: Theory and practical applications

Course Location: Motor Trade Association, Level 1, 81 Greenhill Road, Wayville SA 5034