



Convert Enquiries into Increased Profit

It's a Buyer's Market in These Tough Competitive Times

To attract new customers and stay ahead of the game requires active participation in a bottomless pit of marketing activities. Consumers in the market for your product or service will make enquiries by sending website forms or making phone calls to find the business that best meets their needs. They are searching for the one who makes it easy to do business with and makes them feel cared for. Knowing how to make your business the obvious choice will help convert those valuable enquiries into precious sales and boost your profits. Learn the crucial techniques in engaging those potential new customers who have taken the precious first step in contacting you.



In This Powerful Workshop You Will Discover:

- The important link between the impression you portray and customer attraction
- How to create a first impression that will engage your callers
- The latest professional techniques in telephone etiquette
- Questioning techniques to discover customer needs and control the call
- Active listening skills that will exceed their expectations
- Simple and effective language to convey a "yes we can" attitude
- Why your tone of voice is so important and how to get it right
- How to manage an enquiry and facilitate conversion
- Effective techniques in making outbound calls

Some of the Many Applications of this Dynamic New Learning Experience are:

- Customer service
- Telephone skills
- Receptionist skills
- Sales
- Conference breakout session
- Professional development day

Duration

Depending on the application it can be run as a one hour, two hour, half day or full day session and combined with any of our other workshops.

Ava Lucanus takes a proven, practical and refreshing approach to helping organisations create exceptional customer experiences that align with their brand promise and generate more business. Drawing upon four decades of knowledge and experience, Ava works with companies Australia wide and is recognized as an authority in her field. Through her company Edge Communication she provides consulting, training and coaching programs for every level within business to fully optimise their relationships.

"Leap Consulting have been working with Edge Communication for over 3 years. We have gone from using them for a one-off engagement to undertake basic phone training, to now being an integral part of new employee's induction process. Edge has become a cornerstone of our customer service training for Leap staff and Ava consistently delivers valuable, insightful and structured results for all attendees. This year we achieved our highest ever NPS (net promoter score). I would highly recommend any business looking for a training partner to engage with Edge and I am sure you will experience the same benefits we have"

Zaun Bhana, *Managing Director, Leap Consulting*

Contact Ava on 08 9200 2290 or ava@edgecommunication.com.au