

# INFLUENCING WITH FINESSE



To influence with finesse is to engage customers with grace, professionalism and charm. It takes customer service to the level where both parties see a win-win situation even if the outcome is not ideal.

This programme has been specially designed to raise the ability and awareness of staff, where they will learn to engage with customers in a more meaningful and productive way.

Participants will walk away being able to communicate effectively through active listening. They will master the art of asking better questions to arrive at a solid understanding of their customer's needs. They will also learn how to say "No" professionally. This programme is targeted at raising the standard and quality of customer service. Anyone can influence, but can you do it with finesse?

## LEARNING OUTCOMES

- Understand the barriers to, and the importance of effective communication.
- Learn how to negotiate towards a win-win outcome.
- Master the art of identifying and navigating the emotional states of customers, learning how to react, exploit and direct it for your profit.
- Learn the skill of asking effective questions by probing like a P.R.O.
- Understand and practise Beacon's EQ Framework, to engage and influence.
- Learn the ability to say "No" in a professional way.



### PROGRAMME HIGHLIGHTS

- Communication 101
- The Negotiator at Work
- Beacon EQ Framework
- Understanding and Identifying Emotions
- Building Relationships through Empathy
- Getting the Facts Right
- The Game Plan
- The Art of Saying "No"



### METHODOLOGY

- Group Discussions & Reflection
- Interactive Learning
- Hands-on Application



### TARGET AUDIENCE

- Customer Service Representatives
- Client- Relations Team
- Front Desk Representatives
- Business Owners and staff who interact with customers



### DURATION

2 Days

**Beacon Consulting Pte Ltd**



+65 6873 9768



marketing@beacon.com.sg  
www.beacon.com.sg

**Beacon Consulting (Malaysia) Sdn Bhd**



+603 9771 2345



contact@beacon.my  
www.beacon.my