

SALES AND SERVICE CULTURE

Everyone's in Sales!

Customers are more demanding than ever. They are more cost conscious, less loyal, and have more choices. If you don't give them what they want, how they want it, and at the price they're willing to pay; they will choose your competitor.

Every person who works for your company is a salesperson, even if they are not responsible for selling the initial product or service to the customer. Customers are constantly evaluating your company and whether or not they will continue to do business with you. Anytime they have contact with anyone in your company, for any reason, it is imperative that every employee demonstrates care and concern and works hard to develop a strong relationship with that customer.



Workshop Topics

Leadership Meeting

- Engaging Your Entire Organization
- Guiding Principles
- Customer Service Measurement
- Putting the "Wow" in Service
- Recognition and Motivation
- Leadership and Communication

All Hands Meeting

- Customer Service
- Client Experiences
- Appreciative Inquiry Process
- Interview Summary and Debrief Process
- Action Planning

HVAC Training Process

We begin with a **Leadership Meeting**, where managers learn the principles of creating a sales and service culture. They learn how to engage the employee workforce in developing business initiatives and the steps required to maintain momentum for those business initiatives.

During the **All Hands Meeting**, we use *Appreciative Inquiry*: a facilitation practice used to connect employees to the mission and vision of the organization. The outcome is a series of business initiatives that drive the company forward to achieving sales and service leadership.

The objectives of the All Hands Meeting are:

- first, create a common vision for the company that taps into the soul of an organization; discover people's shared values and help them create the kind of organization they truly want.
- and secondly, develop an implementable set of action steps that move the company down the road toward reaching its sales and service leadership goals.