edgecommunication
people connecting well

Convert Enquiries into Increased Profit

It's a buyer's market in these tough competitive times

Staying ahead of the game in business is a never-ending challenge. With the massive marketing investment required to attract new customers, your telephone, email, and web enquiries are GOLD! Potential customers are searching for a business they can rely on, and trust. One that makes it easy for them to get what they are looking for. Knowing how to make your business the obvious choice will help convert those valuable enquiries into more sales and boost your profits. In this exciting experiential workshop, your people will learn strategies they can easily implement in the workplace to make your business the obvious choice, boosting ROI on your marketing investment.

By the end of this workshop your people will understand:

- The link between the impression you portray and customer attraction
- How to make an impressive first impression
- How to portray a professional voice over the phone
- The latest approach to professional telephone etiquette
- How to ask quality questions to discover needs and control the enquiry
- Active listening skills to project a caring attitude
- How to use customer focused language to convey a yes-we-can attitude
- Effective techniques to making successful follow up calls
- Tips to improve their own phone presence with recorded role play

BYO Workshop

All our workshops are customized to your business. This is a sample. You can Build Your Own by combining elements of this and our other workshops. Applications include:

- 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.

Your Presenter:

Ava Lucanus takes a proven, practical and refreshing approach to helping organisations create exceptional customer experiences that align with their brand promise. 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*

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