

# Interacting with the customer

Spoken Tutorial Project

<http://spoken-tutorial.org>

National Mission on Education through ICT

<http://sakshat.ac.in>

Exclusively created by  
Spoken Tutorial Team, IIT Bombay  
for Telecom Sector Skill Council

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# Learning Objectives

We will learn to



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We will learn to

- the communication skills required for effective selling



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We will learn to

- the communication skills required for effective selling
- to improve listening and questioning skills



# Learning Objectives

We will learn to

- the communication skills required for effective selling
- to improve listening and questioning skills
- the steps required to sell merchandise to a customer



# Learning Objectives

We will also learn to create



# Learning Objectives

We will also learn to create

- to demonstrate and promote handsets on display



# Learning Objectives

We will also learn to create

- to demonstrate and promote handsets on display
- Influence the walk-in customers to buy the product



# Effective communication

For effective communication, focus on four important things



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- Understanding the customer's communication style



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- Understanding the customer's communication style
- Clarity in communication



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- Clarity in communication
- **The Art of Listening**



# Effective communication

For effective communication, focus on four important things

- Understanding the customer's communication style
- Clarity in communication
- The Art of Listening
- The Art of Asking Questions



# Goodwill

- Keeping the customer's interest paramount



# Goodwill

- Keeping the customer's interest paramount
- Reaffirming the customer's judgment



# Goodwill

- Keeping the customer's interest paramount
- Reaffirming the customer's judgment
- Ensuring proper use of the merchandise



# Goodwill

- Keeping the customer's interest paramount
- Reaffirming the customer's judgment
- Ensuring proper use of the merchandise
- **Handling customer complaints**



# Goodwill

- Keeping the customer's interest paramount
- Reaffirming the customer's judgment
- Ensuring proper use of the merchandise
- Handling customer complaints
- Providing “above and beyond” service



# About the Spoken Tutorial Project

- Watch the video available at [http://spoken-tutorial.org/What\\_is\\_a\\_Spoken\\_Tutorial](http://spoken-tutorial.org/What_is_a_Spoken_Tutorial)
- It summarises the Spoken Tutorial project



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- If you do not have good bandwidth, you can download and watch it



# Spoken Tutorial Workshops

## The Spoken Tutorial Project Team

- Conducts workshops using spoken tutorials
- Gives certificates to those who pass an online test
- For more details, please write to [contact@spoken-tutorial.org](mailto:contact@spoken-tutorial.org)



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- More information on this Mission is available at

<http://spoken-tutorial.org/NMEICT-Intro>

