



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Customer Acquisition—**  
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **Customer Experience—**  
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

#### RELATED COMPETENCY CATEGORIES:

- **Decision Making—**  
Obtains and understands facts, weighs risks, and objectively prioritizes alternatives that result in decisive action.
- **Influence—**  
Consistently directs situations and inspires people for an all-win environment.
- **Communication—**  
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

## Service to Sales

### SUMMARY

You have the responsibility for recognizing selling opportunities in customer service situations. Your role is to skillfully guide the customer to additional purchases of services or merchandise. In this way, you make sure that the customer is satisfied, and you also build additional business for your organization.

### CONTEXT

Customers today have high expectations when it comes to customer service. As a result, organizations devote tremendous resources to making sure that the customer is treated promptly and respectfully. These high service expectations put a lot of responsibility on those of you who deal with customers on a daily basis.

In this module, you examine the transition that occurs between meeting a customer's initial expectations and guiding them to additional purchases. You practice ways of making the transition to sales smoothly and comfortably. You accomplish this through your ability to anticipate customer needs, honestly see their point of view, and recognize specific solutions that you can offer.

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### At the completion of this module, participants will be able to:

- Anticipate customer needs
- Identify selling opportunities
- Guide customers to additional purchases

*"Quality in a service or product is not what you put into it. It is what the client or customer gets out of it."*  
—Peter Drucker