



SSG-APPROVED COMPETENCY-BASED TRAINING COURSE

**Building Rapport  
to create  
Service/Selling  
Opportunities**  
(Synchronous e-Learning)

GAIN PRACTICAL AND VALUABLE SKILLS AND KNOWLEDGE

- **BUILDING CUSTOMER RELATIONSHIPS AND TRUST** – understanding customers’ need to achieve business objectives
- **TRANSITING FROM PRODUCT BENEFITS TO SELLING MESSAGES** – securing customer’s interest, evaluating level of interest, recognising a service opportunity
- **ADAPTING TO CUSTOMER BUYING PROCESSES** – matching needs and managing expectations
- **GAINING CUSTOMER CONFIDENCE** – detecting buying signals, asking for a sale
- **POST-SALES FOLLOW UP ACTIONS AND SERVICE CHALLENGES**

ADMINISTRATIVE DETAILS	SSG COURSE DETAILS	PREREQUISITES	WHO SHOULD ATTEND
<ul style="list-style-type: none"> <li>• <b>Duration:</b> 16 hours (2 days)</li> <li>• <b>Course Fee:</b> \$540</li> <li>• <b>Course Fee (after SSG Training Grant):</b> <ul style="list-style-type: none"> <li>▪ MCE/SME: \$140</li> <li>▪ Singaporeans below 40 years and PRs: \$268</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Course Reference Number: TGS-2019504386</li> <li>• Funding Validity Period till 30 December 21</li> <li>• Mode of Training: Zoom</li> </ul>	<ul style="list-style-type: none"> <li>• Education: Minimum ‘Secondary’</li> <li>• Language: able to speak, and write in English at a proficiency level not lower than WPL Level 3</li> </ul>	<ul style="list-style-type: none"> <li>• Staff working in customer service, technical support, call centre, service and sales support, administration, and other roles involving customer contact</li> <li>• Staff working in various roles in an organisation</li> </ul>

SSG terms and conditions apply.  
MCE: Singapore Citizens, 40 years and above

