

# Customer Service Online Training

## Overview

The results from our most recent Customer Survey showed an overwhelming need to focus on customer service as a key driver to produce better retail business results. This has been discussed at length over SBIA industry roundtable meetings and it was agreed that an exclusive Customer Service Online Training Program for SBIA members be created.

The SBIA, along with John Blake from Sales Breakthrough Solutions and Velpic eLearning Platform has created a "Surf Specific" online retail training system that is now available exclusively to SBIA members.

This training is the first of it's kind, being first time a Surf Specific online retail sales training system has been offered anywhere in the world.

SBIA has been able to deliver this training at the ridiculously low price of only \$25 per employee for the full course. Never before has something so powerful and Surf specific been offered at this low price to members of any association. Similar training delivered by the Australian Institute of Management offers a non-retail specific, 1 day sales training course for \$495 per person. And that requires the person to be out of store the whole day! This training can be delivered in store or even out of hours, making this the most convenient training option ever!

This customer service focused, Online Training Program consists of 6 modules and have both explanations of what to do as well as video roleplays of the key behaviours that drive results in each module. The modules are to be completed within 24 days. Staff members can complete the modules all at once or can stagger them over this period.

The Online Training consists of:

Module 1: What's in it for you?

Module 2: Meet and Greet

Module 3: Discover the Need

Module 4: Present the Solution

Module 5: Close the Sale

Module 6: Complete the Experience

The Online Training system is designed to...

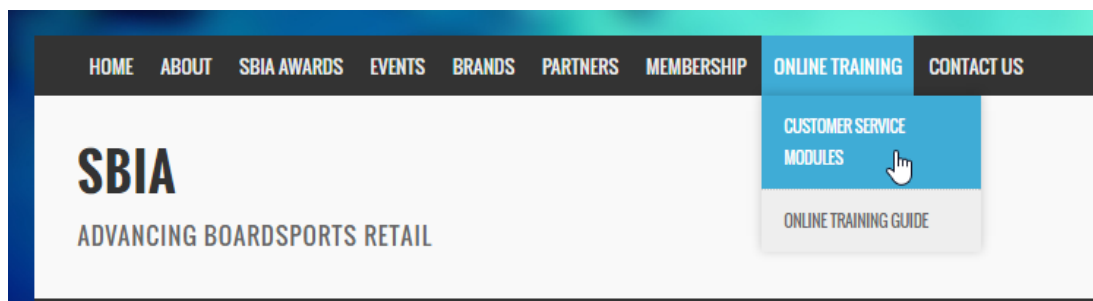
- Train staff to approach and help customers who enter the store
- Maximise sales opportunities in a conversational, no pressure way
- Inspire customers to return to the store
- Train staff through an interactive and easy-to-learn format
- Be completed at the convenience of the staff member
- Encourage staff members to practice the techniques
- Explain the key customer service steps through explanation and video roleplay

For maximum accessibility, the training can also be viewed on any device including tablets and smart phones.

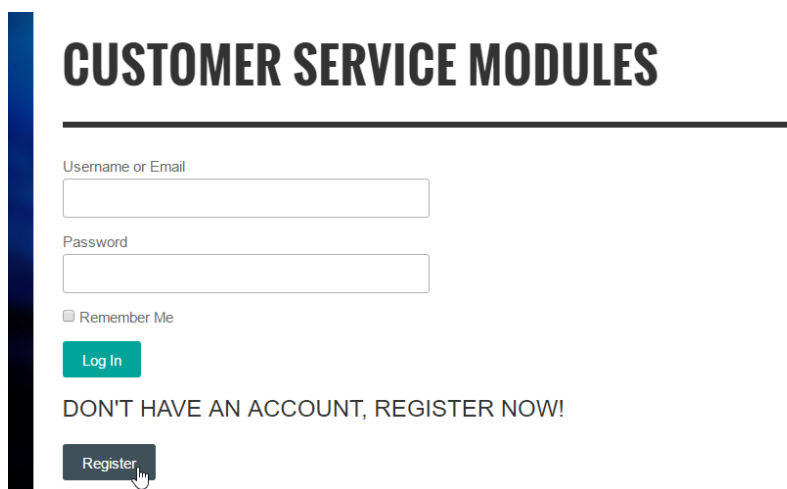
Business owners or managers can also easily monitor the progress of each team member in the training via the training dashboard. The Dashboard shows who has completed the training, which modules are overdue to be completed as well as which lessons are still to be completed.

## How to register your business

1. Visit the SBIA website – [sbia.com.au](http://sbia.com.au)
2. Click CUSTOMER SERVICE MODULES under the ONLINE TRAINING menu.

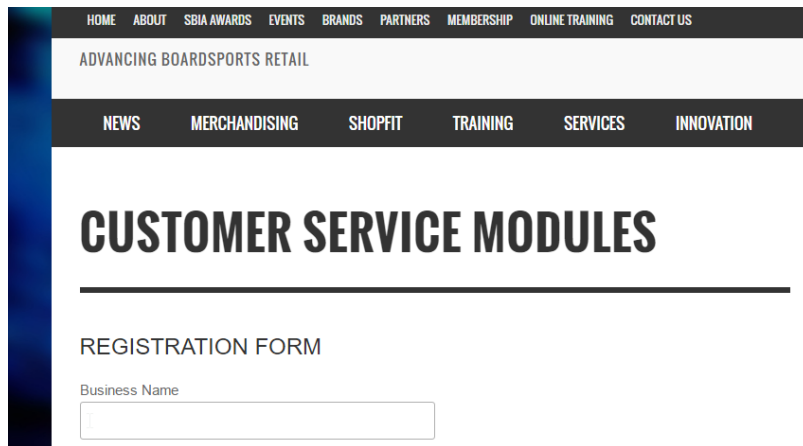


3. Click on Register to create a log in.



The image shows a screenshot of the SBIA Customer Service Modules login and registration page. The page has a dark blue header with the text "CUSTOMER SERVICE MODULES" in white. Below the header, there are two input fields: "Username or Email" and "Password". Below the input fields, there is a checkbox labeled "Remember Me". Below the checkbox, there is a blue "Log In" button. Below the "Log In" button, there is a link that says "DON'T HAVE AN ACCOUNT, REGISTER NOW!". Below the link, there is a dark blue "Register" button with a mouse cursor hovering over it.

4. Enter your details into the registration form.



HOME ABOUT SBIA AWARDS EVENTS BRANDS PARTNERS MEMBERSHIP ONLINE TRAINING CONTACT US

ADVANCING BOARDSPORTS RETAIL

NEWS MERCHANDISING SHOPFIT TRAINING SERVICES INNOVATION P

## CUSTOMER SERVICE MODULES

---

REGISTRATION FORM

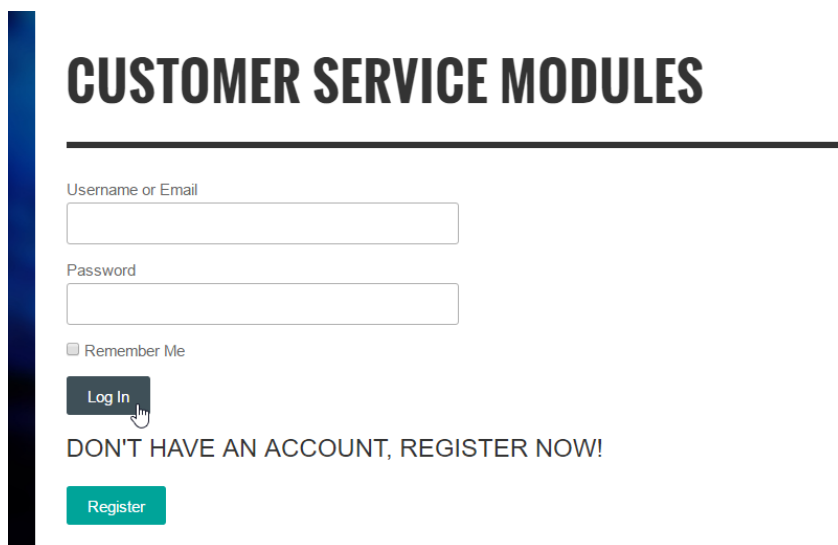
Business Name

5. Enter the SBIA Registration Code: SBIACUSTOMERSERVICE and click Submit.

SBIA Signup Password

Cancel Submit

6. You will receive membership information via email. You can now log in using your username and password.



## CUSTOMER SERVICE MODULES

---

Username or Email

Password

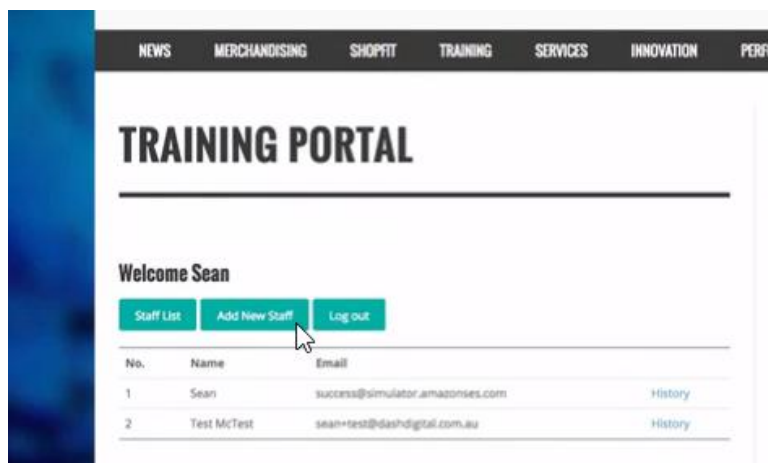
Remember Me

Log In

DON'T HAVE AN ACCOUNT, REGISTER NOW!

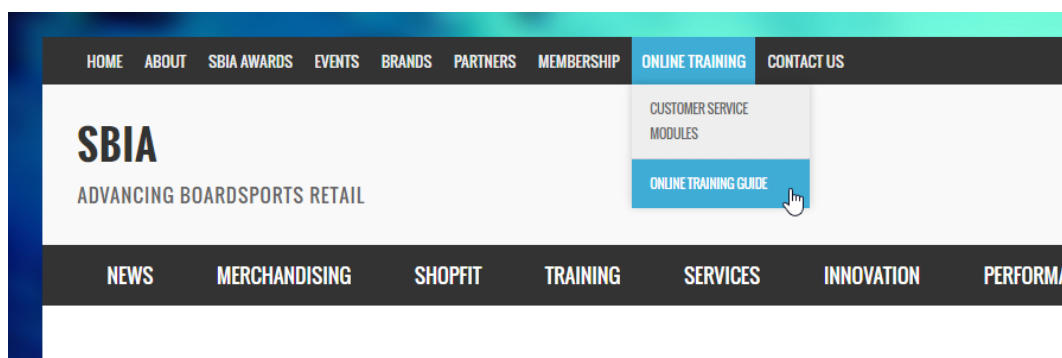
Register

7. Select the option Add New Staff.



8. Enter the details of the staff member and payment information to register the new staff member. This staff member will receive log in details via email and will gain access to the Online Training. This staff member has 4 days to complete the training and will be reminded via email every 4 days.
9. On your dashboard a list of registered staff members will be displayed. You have the option to select staff members to view the lesson status for that member.

To view a video on how to register, go to ONLINE TRAINING GUIDE on the ONLINE TRAINING menu.



## Cost

The Customer Service Online Training costs \$25 per staff member for the entire program.

Using this system, a store with a sales team of 5 people including part timers could train their entire team for just \$125.

As a comparison, the Australian Institute of Management offers a non-retail specific, 1 day sales training course for \$495 per person.