

EXPRESS UPSKILL MASTERCLASS



CUSTOMER ENGAGEMENT MODULES	
	<p>LANGUAGE CARRIES ENERGY</p> <p>Negative language is a trust blocker for you and your customer, so pinpoint the negative words you use and learn how to replace them.</p>
	<p>DIRTY WORDS</p> <p>Reflect on the language you use – language matters and the balance of power in a customer conversation and with the amount of over-stimulation our brains have in today’s world, reduce the complicated terms you use.</p>
	<p>TAKE ACCOUNTABILITY</p> <p>Learn why taking accountability is key in a world full of ‘rules’ in building customer trust and learn the language to avoid, and the art of action and purpose statements</p>
	<p>THE POWER OF EMPATHY & MINDSET</p> <p>Understand the power of using strategic empathy and awareness of our mindset in building trust, reducing the chance of conflict and effectively dealing with emotions and customer vulnerability to protect your wellbeing while you work.</p>
	<p>USING STRATEGIC EMPATHY TO REDUCE CONFLICT</p> <p>Learn how sympathy leads to compassion fatigue, negatively impacts a customer and how to avoid the rabbit hole and looping behaviours within customer conversations through understanding how to tailor authentic and meaningful empathy statements.</p>
	<p>CONFLICT, THE BRAIN & OUR HEADSPACE</p> <p>Understand the psychology behind how conflict flares up, our ego and how to effectively deal with a cobra (a frustrated, angry or emotional customer) which allows you to de-escalate conflict and keep a conversation focused on a positive outcome.</p>
	<p>POWERFUL OBJECTION HANDLING TECHNIQUES</p> <p>Learn the ingredients to effectively objection handle frustrated, blaming and angry customers and see eMatrix objection handling expert put these into action.</p>

COLLECTIONS & HARDSHIP MODULES	
	<p>COLLECTION CONCEPTS</p> <p>Identify the skills and behavioural traits that are ideal for collection and hardship roles and understand the balance in the philosophy behind commercial outcomes and the needs of the customer.</p>
	<p>VULNERABILITY</p> <p>Hear from our expert how money, hardship, illiteracy, mental health, disability and trauma can influence your customers – what to look out for and how to best manage</p>
	<p>NEUTRAL LANGUAGE</p> <p>Be aware of pointed language to avoid and remove the blamey language like ‘you’ and ‘your’ and learn to neutralise it to reduce potential conflict.</p>
	<p>ASKING FOR THE MONEY</p> <p>Ask for the money with a confident and respectful approach, know what can kill the call early and learn the power of the pause.</p>
	<p>QUESTIONING TECHNIQUES</p> <p>Know what to say when a customer says “I can’t pay” through the art of discovery by listening and acting on customer triggers.</p>
	<p>MAXIMISING PAYMENTS</p> <p>Use positive and negative timelines to maximise your repayments and learn how to manage defaulters</p>
	<p>SELLING BENEFITS & EXPLAINING CONSEQUENCES</p> <p>Use ‘seasoned’ language to influence the customer to maximise repayment by weaving in benefits, impact words, action and purpose statements to maximise your repayments.</p>