

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: MKT~~107~~ 220 Department: Business Administration
Course Title: Customer Service & Sales Support Semester: Spring Year: 2015

Objectives/Competencies

Course Objective	Competencies
1. Communicate from a customer associate's point of view with a focus on trust, relationship-based selling and predicting consumer/customer desires and needs. 2. To apply effective communication techniques when handling customer complaints and service breakdowns. 3. To develop skills necessary to use proper communication media.	1. Develop and use effective verbal and nonverbal communication skills. 2. Explain the communication process. 3. Develop skills needed in a culturally diverse workforce. 1. Identify and address the concerns of the customer. 2. Learn how to deal with irate clients in a calm and professional manner. 3. Apply techniques in resolving customer conflicts and complaints. 1. Telephone skills, Voice Mail 2. Electronic communication skills (email, live chat)