Integrating Sales and Customer Service Excellence Training Course



30 Nov - 04 Dec 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

In today's hyper-competitive market, the traditional silos between sales and customer service are no longer sustainable. This course addresses the critical need for a unified approach to customer engagement, where every interaction is an opportunity to build loyalty and drive revenue. We will explore the principles of the "Service-Profit Chain," a concept pioneered by academics like James L. Heskett, which demonstrates the direct link between service quality, customer loyalty, and profitability. This training moves beyond theory to provide a practical roadmap for breaking down departmental barriers and creating a seamless customer journey. Participants will learn to align goals, metrics, and processes to foster a collaborative environment where sales teams understand service-level impacts and service teams recognize their role in revenue generation and retention. At BIG BEN Training Center, we have designed this program to equip professionals with the strategies and skills needed to transform their customer-facing operations into a cohesive, powerful engine for business growth, ensuring that every touchpoint reinforces the value of your brand and enhances customer lifetime value. This is a comprehensive A-to-Z guide for building a truly customer-centric organization.

Target Audience / This training course is suitable for:

- Sales Managers and Team Leaders.
- Customer Service Managers and Supervisors.
- Account Managers and Executives.
- Business Development Professionals.
- Client Relationship Managers.
- Customer Experience (CX) and Journey Managers.
- Frontline Sales and Service Representatives.
- Operations Managers responsible for customer-facing teams.
- Marketing Professionals involved in the customer lifecycle.
- Entrepreneurs and Small Business Owners.

Target Sectors and Industries:

- Retail and E-commerce.
- Banking, Finance, and Insurance Services.
- Telecommunications and Technology.
- Hospitality, Travel, and Tourism.
- Healthcare and Pharmaceutical.
- Automotive Sales and Service.
- Real Estate and Property Management.
- Professional Services and Consulting.
- Governmental agencies and public sector organizations.
- Manufacturing and B2B Industrial Goods.

Target Organizations Departments:

- Sales Department.
- Customer Service and Support Department.
- Marketing Department.
- Business Development Department.
- Account Management Department.
- Operations Department.
- Client Relations Department.
- Product Development Department.
- Strategy and Planning Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a cohesive strategy that aligns sales and service department objectives.
- Map the end-to-end customer journey to identify key integration points.
- Establish shared KPIs and metrics to measure the success of integrated efforts.
- Implement effective communication protocols and handoff processes between teams.
- Utilize CRM systems to create a unified 360-degree view of the customer.
- Train service teams to identify and act on upselling and cross-selling opportunities.
- Equip sales teams with service insights to improve prospecting and closing rates.
- Transform customer complaints into opportunities for loyalty and revenue recovery.
- Foster a customer-centric culture that transcends departmental silos.
- Analyze customer feedback to drive continuous improvement in both sales and service.
- Measure the ROI of sales and service integration initiatives.

Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum knowledge retention and practical application. We believe that adult learning is most effective when it is engaging and directly relevant to real-world challenges. The methodology is built on a foundation of experiential learning, incorporating a blend of expert-led presentations, interactive group discussions, and collaborative workshops. Participants will work through real-world case studies to analyze successful and unsuccessful sales-service integration strategies. Role-playing scenarios will be used extensively to practice crucial skills such as handling difficult customer handoffs and identifying service-led sales opportunities. Team-based activities will encourage participants to develop integrated solutions to complex problems, mirroring the cross-departmental collaboration required in the workplace. Throughout the course, there will be a strong emphasis on peer-to-peer learning and continuous feedback from the instructor. This hands-on, immersive approach ensures that participants leave not just with theoretical knowledge, but with the confidence and practical tools to implement meaningful change within their organizations.

Course Agenda (Course Units):

Unit One: The Strategic Imperative for Integration

- The Evolution of the Modern Customer.
- Understanding the High Cost of Departmental Silos.
- The Service-Profit Chain Model Explained.
- Defining a Unified Vision for Customer Experience.
- The Role of Leadership in Driving Collaboration.
- Initial Audit of Your Current Sales and Service Processes.
- Case Studies of Successful Integration Leaders.

Unit Two: Aligning Goals, Metrics, and People

- Developing Shared Goals and Objectives for Sales and Service.
- Creating a Unified Set of Key Performance Indicators (KPIs).
- Designing Service Level Agreements (SLAs) Between Teams.
- Mapping the Complete Customer Journey Together.
- Identifying Critical Touchpoints and Handoffs.
- Building Cross-Functional Teams and Communication Channels.
- Compensation and Incentive Structures that Promote Teamwork.

Unit Three: Integrated Processes and Technology

- Leveraging CRM for a 360-Degree Customer View.
- Standardizing Information Capture and Sharing Protocols.
- Designing a Seamless Customer Onboarding Process.
- Streamlining the Handoff from Sales to Service and Back.
- Creating a Unified Knowledge Base for Both Teams.
- Integrating Customer Feedback Loops into Operations.
- Tools and Platforms for Enhanced Collaboration.

Unit Four: Developing Cross-Functional Skills

- Training Service Teams on Consultative Selling Techniques.
- Identifying Upsell and Cross-Sell Signals in Service Interactions.
- Training Sales Teams on Post-Sale Support and Empathy.
- Advanced Complaint Handling and Service Recovery.
- Turning Detractors into Promoters through Integrated Efforts.
- Active Listening and Questioning Skills for Both Teams.
- Role-Playing Scenarios for Common Integration Challenges.

Unit Five: Cultivating a Customer-Centric Culture and Measuring Success

- Building a Culture of Shared Accountability.
- Empowering Employees to Make Customer-First Decisions.
- Leading Change and Overcoming Resistance to Integration.
- Calculating the ROI of an Integrated Sales and Service Model.
- Analyzing Customer Lifetime Value (CLV) as a Core Metric.
- Presenting the Business Case for Integration to Senior Management.
- Developing a Continuous Improvement Action Plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI and automation increasingly handle routine service and sales tasks, how does the strategic role of human-led integration evolve to focus on complex, high-value customer relationships?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the theoretical discussion of why sales and service should be integrated, focusing instead on the practical, actionable "how". While many programs address sales and service as separate disciplines, our curriculum is built from the ground up on the principle of a single, unified customer lifecycle. We emphasize the development of a shared operational language and mutual KPIs, ensuring that learning translates directly into measurable business outcomes. The methodology is heavily reliant on customized case studies and role-playing simulations that mirror the specific challenges participants face in their industries, rather than generic examples. Furthermore, the course places a significant emphasis on the cultural and leadership components required to sustain integration, addressing change management and the fostering of a truly collaborative environment. It is not merely a skills-based workshop but a strategic program designed to equip leaders and professionals with a comprehensive framework for re-engineering their customer-facing operations for long-term loyalty and profitability. The focus is on building sustainable systems, not just temporary fixes.