

# Customer Service

## Approaching New Customers

This module explores the interaction between the organisation and its customers. We will look at the importance of knowing your product, building a rapport and understanding the customer's needs. You must gather information, present solutions, handle objections and gain commitment to make the sale.

## In this Module

Videoscribe explainer video, with professional audio (duration: 03:09)

English Subtitles

3 Expanded learning content blocks in the module format

'Check my understanding'  
5 Question knowledge check

## Top Tips

1. Know your product.
2. Build a rapport with your customers.
3. Exceed expectations

