



# Customer Service

## Target Audience

- Pharmacists
- Pharmacy Technicians

## You Will Learn

### Knowledge of context:

- Characteristics of different types of clients, different types of needs (advice, prescription filling/refilling, impulse purchases...), different types of situations (generic vs. name brand, to substitute or not, out of stock products...)



### Client Relations:

- Improving awareness of the importance of this function, satisfying the client's needs in the aesthetic realm and commercial environment of a pharmacy, welcoming the client and building the relationship, recognizing needs and constraints, addressing or directing choices...

### Client Information Gathering:

- Learning how to identify the client's problems and complaints, training on questions to ask, developing active listening skills, recognizing limitations in knowledge and knowing when to refer patient to medical doctors...

### Methods of Advice:

- How to generate associated sales
- How to close the sale

## Training Methodology *(per workshop of 10 – 15 participants)*

- One day of instruction with theoretical sequences and practical cases with role play exercises
- Self evaluation quiz