

# Customer Service Skills: Communicating Complex Products with Confidence

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

9

**Pre-requisites**

No prior experience needed

**Video duration**

16m

**Estimated study time**

16m 59s

**Instructor**

Vince Lopiccola

## Introduction

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### 1 Communicate complexity with confidence

When communicating a complex product or service to a customer, it's important to have confidence in your knowledge so the customer feels supported.

## Begin with a Strong Customer Service Foundation

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### 2 Understand your product inside and out

A deep understanding of your product is crucial for explaining it confidently to customers.

### 3 Uncover customer needs

Identifying customer needs helps tailor your communication to be more effective in solving their problems.

## Employ Effective Communication Techniques with Customers

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### 4 Simplify complex information for customers

Simplifying complex information ensures that customers understand your product better.

### 5 Use analogies and visual aids with customers

Analogies and visual aids can make complex products easier to comprehend.

## Integrate Confidence in Communicating with Customers

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- 6 Build confidence in your delivery**  
The confidence you display, or don't display, in your delivery impacts how your message is received.
- 7 Practice customer communication scenarios**  
Practicing different communication scenarios prepares you for real-life customer interactions.
- 8 Handle customer questions and objections**  
When you are able to handle questions and objections smoothly, you'll build trust with your customers.

## Conclusion

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- 9 Put your learning into practice**  
Congratulations on completing this course! Now, you're able to communicate with customers about complex products with confidence and clarity.

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