



CUSTOMER RELATIONS

"The customer's perception is your reality." - Kate Zabriskie

In today's competitive business landscape, maintaining strong customer relations is crucial for success. This course will equip participants with the essential skills and strategies to effectively improve customer relationships. From understanding customer needs and expectations to handling challenging situations, this course covers all aspects of building and maintaining positive customer relationships. Whether you are a sales representative, manager, or business owner, this course will help you develop meaningful and long-lasting connections with your customers. Join us, and discover how excellent customer relations can drive customer loyalty, increase revenue, and ultimately lead to long-term business success.

Key Course Content:

- Utilise behavioural techniques & understand Emotional Intelligence
- Diffuse unhappy or irate customers
- Practice customer excellence
- Review your service from the customers perspective
- Substitute vocabulary that can cause confusion
- Propose alternatives when you can't meet the customer's preference
- Blueprint the customer's experience
- Prepare a mentoring strategy
- Coach for success and build feedback loops
- Discover how to make a good first impression
- Transfer skills from mentoring session back to the workplace



Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



Duration:

This course is available as a 1-day course or a truncated ½ -day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.