



# RELATIONSHIP BUILDING WITH CUSTOMERS

"Instead of focusing on the competition, focus on the customer." - Scott Cook

Relationship building with customers is a critical component of customer service. In this course, you will learn how to build relationships with customers that make them feel valued and appreciated. Through discussion and hands-on activities, you will discover important communication skills such as active listening, understanding body language, demonstrating empathy, and using appropriate language. Additionally, you will learn how to utilize technology to help create closer customer connections. By the end of the course, you'll have a set of effective strategies to build lasting relationships with your customers.

## Key Course Content:

- Understand buyer behaviour.
- Understand your customer's decision-making processes.
- Add value to your customers.
- Understand the value proposition and how it offers win/win outcomes.
- Develop rapport with customers.
- Actively listen and use questioning skills to understand customer's needs better.
- Use laddering techniques to understand buyer motivation.
- Position the value of the product or service rather than the price.
- Communicate better with different generations, different personalities and different generations.



## 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 half-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.