

# € TRAINING

The Customer Service and Public Relations  
Masterclass



22 September -  
3 October 2024  
Sharm El-Sheikh (Egypt)  
Sheraton Sharm Hotel,  
Resort,



# The Customer Service and Public Relations Masterclass

REF: V347 DATE: 22 September - 3 October 2024 Venue: Sharm El-Sheikh (Egypt) - Sheraton Sharm Hotel, Resort,  
Fee: 5985 Euro

## Introduction:

Our masterclass combines the disciplines of advanced customer service management and PR/communications in a powerful state-of-the-art program to enable you to exploit this colossal opportunity. In a fast-paced, interactive program you will work closely to hone your relationship-building skills and strategies and to develop a planned approach to deal with the "new" consumer.

## Program Objectives:

At the end of this program the participants will be able to:

- **Forge Lasting Customer Relationships:** Utilize powerful behavioral tools, including Neuro-Linguistic Programming NLP and Emotional Intelligence, to deeply understand and meet customer needs, fostering lasting and meaningful connections.
- **Secure Competitive Edge:** Implement strategies informed by neuroeconomics to enhance decision-making processes, ensuring the ability to secure and maintain a competitive edge in any marketplace.
- **Optimize Communication Channels:** Understand and utilize various media channels effectively to develop and enhance relationships with stakeholders, ensuring clear and adaptable communication models between the organization and its customers.
- **Stakeholder Engagement:** Develop the ability to map stakeholders and leverage relationships effectively, fostering cooperation, commitment, and integrity in influencing and communicating with stakeholders.
- **Personal and Organizational Development:** Learn to use e-media effectively, enhance personal communication effectiveness, and plan communication activities tailored to meet stakeholder needs, thereby building cooperation, commitment, and organizational success.

## Targeted Audience:

- Customer Service.
- Sales Professionals.
- Field Services Representatives.
- Receptionists.
- Front-Line Staff.
- Communication Specialists.
- Public Relations Personnel.

## Program Outlines:

### Unit 1:

#### The World of Customer Service Excellence:

- Customer service and what it means.
- Identifying excellence in front-line customer services.
- What are the services and products that you offer?
- The role of NLP and Emotional Excellence in customer service.
- What do your customers say about you and your organization?
- What do you want your customers to say?
- Myths and legends about customer service.

### Unit 2:

#### Gaining a Greater Understanding of Your Company:

- Develop Behavioral Flexibility.
- Identify and Understand Behavioral Traits.
- Adapt Behavior to Build Rapport.
- Enhance Sensory Awareness.
- Foster Deeper Connections.
- Empathize and Understand Perspectives.

### Unit 3:

#### Communication Masterclass:

- What is crystal clear communication?
- Communication excellence through powerful listening and questioning techniques.
- Thinking patterns, Filters to communication, Metaphors and Models.

- Using perceptual positions to understand your customers' point of view.
- Logical levels of change.
- Building climates of trust.
- Creating well-formed outcomes and Communication skills exercises.

## Unit 4:

### Influencing With Integrity:

- The importance of value sets in the modern-day business.
- Influencing the Influencers and high fliers.
- The importance of matching others' language patterns.
- Mirroring and pacing - what do they mean?
- Internal and external references.
- Coaching - a tool for self and others.
- Influencing exercises.

## Unit 5:

### Conflict and Challenge:

- Assertiveness and what it means.
- Dealing with difficult people in an assertive way.
- Maintaining high standards of customer service.
- Reviewing the service that you offer and reacting accordingly.
- Embracing change for the good of all.
- Personal planning session - dealing with your customers.

## Unit 6:

### The 21st Century Communicator:

- Introduction and welcome.
- Goal setting for the program.

- The role of Communications PR in the organization and The range of media and channels
- Neuroeconomics and the behavior of our stakeholders.
- A problem-solving approach.
- Personal goal-setting for the program.

## Unit 7:

### From Theory to Successful Practice:

- Communications models: implications for practice.
- Psychological themes and construction in practice.
- The art of influence and persuasion.
- Ethics and communications.
- Organizational transparency and communications.
- Taking and interpreting communication briefs.

## Unit 8:

### The Medium is The Message:

- Managing stakeholder relations.
- Choosing channels - matching media to tasks and stakeholders.
- Writing and editing for print .
- Writing for the web.
- Organizing face-to-face events.

## Unit 9:

### Management Of Communication:

- Improving the power of communications in the organization and between the organization and its stakeholders.
- Measuring communications effectiveness.
- Using measurement to improve performance.

- Crisis communication.
- Reputational management.

## Unit 10:

### Putting it All Together:

- Planning your career and personal development.
- Impacting positively on your managers.
- Managing up and increasing your visibility.
- Networking and effectiveness.
- Team working and your effectiveness.
- Time management and work planning.