

# € TRAINING

Customer Service and Public Relations



16 - 20 December 2024  
Casablanca (Morocco)  
New Hotel



## Customer Service and Public Relations

REF: V1323 DATE: 16 - 20 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

### Introduction:

This training program 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. Participants will learn how to build lasting rapport and mutual respect with their customers while they uncover their needs, match them, build respect and maintain customer loyalty.

### Program Objectives:

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

- Build lasting and meaningful relationships with customers by using powerful behavioral tools to secure and maintain a competitive edge in any marketplace.
- Gain a greater understanding of customer needs and satisfaction, exploring the basics of Neuro-Linguistic Programming NLP and Emotional Intelligence to improve customer service management.
- Understand how successful use of media channels can develop and enhance relationships, while learning the process of decision-making based on neuroeconomics.
- Develop the ability to draw stakeholder maps and explore relationships between stakeholders, influencing with integrity and effective communication.
- Create and adapt crystal-clear communication models between the organization and customers, planning communication activities to meet stakeholder needs and building cooperation and commitment.
- Learn how to effectively use e-media and enhance personal communication effectiveness.

### Targeted Audience:

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

### Program Outlines:

## Unit 1:

### Customer Service Excellence & Understanding:

- Define the essence of customer service and its implications.
- Identify and cultivate excellence in front-line customer services.
- Determine the range of services and products offered.
- Recognize the role of NLP and Emotional Excellence in shaping customer service.
- Evaluate customer feedback and organizational reputation.
- Address common myths and misconceptions about customer service.

## Unit 2:

### Company Dynamics & Behavioral Flexibility:

- Understand behavioral traits and cultivate adaptability.
- Learn techniques for modifying behavior to connect with others effectively.
- Establish lasting rapport and trust with colleagues and clients.
- Enhance sensory perception to interpret signals accurately.
- Foster deeper connections by understanding others' experiences and motivations.
- Interpret non-verbal cues and signals to gauge authenticity and truthfulness.

## Unit 3:

### Communication Masterclass & Effective Engagement:

- Define crystal clear communication and its significance.
- Develop powerful listening and questioning techniques.
- Recognize and navigate communication filters effectively.
- Utilize metaphors and models for clearer communication.
- Adopt different perceptual positions to understand varied perspectives.
- Build trust and credibility through effective communication exercises.

## Unit 4:

### Influencing With Integrity & Persuasive Communication:

- Assess the importance of values in contemporary business contexts.
- Strategize for influencing influencers and high performers.
- Understand the significance of language patterns in communication.
- Implement mirroring and pacing techniques for effective communication.
- Utilize coaching as a tool for personal and professional growth.
- Engage in practical influencing exercises to refine skills.

Unit 5:

### Conflict Resolution & Customer Management:

- Develop assertiveness skills and their application in challenging situations.
- Handle difficult individuals and customers assertively and effectively.
- Maintain high service standards and adapt to evolving customer needs.
- Review service offerings regularly and respond proactively to feedback.
- Embrace change for organizational improvement and collective benefit.
- Conduct personal planning sessions to enhance customer interactions and service delivery.