

## Create a climate of trust with your customers



DP-55 3 Days (21 Hours)

### Description

How to optimize customer relations and build a long-term relationship of trust that generates satisfaction, loyalty and reflects on the company's image and its results? This training invites you to work on 7 tools to make a difference through the quality of your relationships with your customers.

This relationship is built and worked on by acting on relational and emotional levers which make it possible to nourish the needs of customers and their own.

### Who is this training for ?

#### For whom

Any professional engaged in customer relations, service or welcoming who wishes to do better for their customers and for themselves.

#### Prerequisites

None.

### Training objectives

- Create relationships of trust with customers by taking better account of their needs and your own.
- Build customer loyalty for a long time.
- Satisfy customers, even the most difficult.
- Find how to do better for your customers.

### Training program

Jouer sur toutes les dimensions de la relation

- Clarify your personal representations of the client.
- Know yourself better to better understand the client.
- Exceed your personal limits.

### Être acteur de la relation

- Be aware of your role.
- Choose your attitude clearly.
- Avoid fatal errors.

### Comprendre le client et se faire comprendre de lui

- Listen, hear and feel the customer's needs.
- Understand the customer's reasoning.
- Speak with sincerity and transparency.

### Développer son impact personnel auprès du client

- Have self-confidence.
- Get involved with real pleasure.
- Use the emotions present in the relationship.

### Valoriser son client

- Personalize the contact.
- Give the customer a good image of himself.
- Welcome customers completely, even demanding ones.

### Co-produire avec le client une interaction efficace

- Respect the person and their needs.
- Involve the customer in the choice of solutions.
- Clarify and make commitments more reliable.

### Développer la proximité avec le client

- Access the customer's feelings.
- Identify their fears.
- Pleasantly surprise your customers.