

Succeed in the relationship with the customer



RC-56 2 Days (14 Hours)

Description

"The customer at the heart of the company" is the maxim of companies that have integrated the new directions that lead to success. All employees must know how to communicate with their internal or external customers. When communication techniques are mastered, experience remains the missing link in customer satisfaction. Resolutely active, this training in customer relations practices is based on scenarios allowing realistic training on particular cases. Objective: become an expert in all customer relationship situations.

Who is this training for ?

For whom

Any person in direct or indirect contact with the customer.

Prerequisites

None

Training objectives

- Understand the mechanism of customer satisfaction.
- Identify the practices and qualities that build customer loyalty.
- Gain the ability to influence.
- Create customer trust.
- Develop a quality of contact that makes the difference.
- Develop active and empathetic listening.

Training program

Comprendre les moteurs de la confiance dans sa relation de service

- Distinguish sympathy and empathy.
- Succeed in the first moments.
- Create the conditions for mutual trust.
- Develop active listening in his service relationship: listening, reformulation, posture.

Offrir une présence empathique à son client

- Respect the social codes of entering into a relationship.
- Integrate the impact of emotions on interpersonal communication.
- Provide respect and consideration to the customer.
- Develop customer confidence during the exchange.

S'engager activement dans le service du client Relier sa mission à l'ambition de l'entreprise.

- Hold your place in front of the client.
- Conduct the interview in stages.

Influencer avec intégrité les clients

- Aim for sales and lasting decisions.
- Highlight yourself, your business, your service through the choice of words.
- Create awareness customer support through the method of structured argumentation.

Ancrer la préférence du client

- Always validate customer satisfaction.
- Dare to advise your customers.
- Anticipate, solicit...
- and know how to surprise.
- Preserve the long-term relationship in delicate situations.
- e-learning modules from OT™ Your client and you: trust objective Identify the challenges of contacts with the client.
- Make a successful interpersonal encounter.
- Establish communication close to the client.
- Restore balance in sensitive situations.
- Your client and you : listening objective Define the conditions favorable to the customer's expression when making contact.
- Master questioning.
- Manage obstacles to mutual understanding.
- Provide empathetic listening thanks to appropriate techniques.
- Your client and you: objective of adhesion Building on the client's needs.
- Satisfy by promoting client benefits .
- Use vocabulary that demonstrates the spirit of service.
- Build customer loyalty even in a stuck situation.