

# COMMUNICATING WITH CUSTOMERS

The dynamics of communication in the encounter between a customer and staff can be quite complex. This program focuses on customer service and examines essential communication skills which help to establish a relationship with customers which is conducive to creating a happy and long lasting relationship.

## BUSINESS IMPACT:

- Improved interpersonal communication skills
- Improved relationships with customers
- Awareness of the impact that our non verbal messages have on our customers
- Increased customer satisfaction
- New strategies to build long lasting relationships with customers and defuse difficult situations

## Target audience:

Anyone who has contact with customers or colleagues

**Duration:** 1 day



## Topics to be explored include:

- ▶ What is quality customer service?
- ▶ Today's customer – tomorrow's expectations
- ▶ Your customer profile – Who are your customers?
- ▶ Why customers choose to do business elsewhere
- ▶ The qualities of a customer service professional
- ▶ Creating a positive first impression
- ▶ Recognising and using a customer's preferred communication style - building rapport
- ▶ The impact of your non-verbal communication on customer perception
- ▶ The power of suggestion – positive versus negative language
- ▶ Using positive language
- ▶ Establishing customer needs and requirements - listening and questioning
- ▶ Value added service
- ▶ Responding to difficult situations
- ▶ complaints, angry or unreasonable customers

**To book this workshop or for more details of how Learning Insight can support your organisation contact: Liz Paine**  
[www.learninginsight.com.au](http://www.learninginsight.com.au)  
**Phone: 0400 778807**  
[enquiries@learninginsight.com.au](mailto:enquiries@learninginsight.com.au)

## What's included?

*In-house training at a time to suit you*  
*Instruction by an expert facilitator*  
*A highly interactive workshop tailored for your organisation*  
*Participant workbooks*  
*Personalised certificate of completion*