

# The keys to customer relations

Hands-on course of 2 days - 14h

Ref.: CLI - Price 2025: 1 480 (excl. taxes)

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Integrate the customer relations approach into your business

Master the steps and techniques of customer relations communication

Transform your business expertise into added value and profits for your internal and external clients

Enhance the quality image of your department and company

Fun exercises, role-playing and improvisation, discussing best practices.

## THE PROGRAMME

last updated: 08/2024

### 1) Understanding the issues of customer relations

- Representing your company.
- Being consistent with the company's strategic vision.
- Meeting customers' needs and expectations.
- Knowing that supply is often higher than demand.
- The customer is king: Economic issues.

*Hands-on work* : Test your company's brand image: Consideration is one of the drivers of customer relations.

### 2) Demystifying the sales relationship

- Discovering the fundamentals of the customer relationship.
- Getting the meaning of the enjoyable part of the discussions.
- Understanding motivations and obstacles to customer relations.
- Being operational quickly: Keys.

*Hands-on work* : Fun customer relations communication practice. Debriefing about the behaviors adopted.

### 3) Being available and applying listening techniques

- Applying the active listening technique.
- Being available to learn their needs.
- Knowing how to ask questions: The funnel technique.
- Verifying information by rephrasing.

*Hands-on work* : Reproducing a drawing just by hearing it described. Question creation workshop to learn customer needs.

### 4) Harmonizing your activity with the sales relationship

- Making your activity an asset.
- Finding behaviors that are right for each situation.
- Having a global view of your company.
- Knowing the different services.
- Making connections between expectations, customers needs, and solutions.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

- Drawing on your creative talents.
  - Knowing how to take time to organize and experience relationships.
  - Translating technical language into benefits and advantages for customers: FAB.
- Hands-on work : Work creating arguments based on turning the advantages of products and services into customer benefits.*
- Interview scenarios. Group debriefing.*

#### 5) Discovering your communication skills

- Encouraging discussions to learn your understanding capabilities.
  - Communicating about customers' preferred topics.
  - Using the SONCAS approach.
  - Strengthening your technical means of expression: Words, body language, looks, gestures, etc.
- Hands-on work : Applying the SONCAS method to develop arguments to match your customers' needs. Debriefing the role-playing with a non-verbal focus.*

## DATES

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REMOTE CLASS  
2025 : 01 sept., 15 déc.