orsys TRAINING

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.

- 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

REMOTE CLASS
2025 : 01 sept., 15 déc.