

Customer Focused Management

Marketing, Sales, Customer Service
Geneva (Switzerland)
24 - 28 Mar 2025

UK Training

PARTNER



Customer Focused Management

Ref: 321521_134983 **Date:** 24 - 28 Mar 2025 **Location:** Geneva (Switzerland) **Fees:** 4700 Euro

Introduction

This fast paced, interactive programme is designed to give participants a firm grasp of the key skills and techniques needed to demonstrate to customers that their concerns are being listened to and taken seriously. Mastery of these skills reduces the risk of contracts being lost because clients feel they are being neglected or ignored and increases the chances of a win/win outcome for any given project, while boosting the likelihood of repeat business.

The training will help participants to build strong client relationships by being empathetic; demonstrating powerful body language and powerful verbal communication skills that show a real sense of commitment to helping clients achieve their goals. It will also help delegates to understand how to tailor their solutions so that they clearly connect with customer requirements. In addition, attendees will also master the ability to 'sell' the value they bring to the relationship and highlight the positive benefits that they have to offer customers.

Course Objectives of Customer Focused Management

- Understand how beliefs and values can help to support a “customer focus” mindset
- Acquire methods for establishing empathy and demonstrating understanding
- Understand the importance of win/win strategies and satisfying customer’s needs
- Learn how to make a positive first impression on the customer
- Master techniques for planning high impact, rapport based, customer meetings

Customer Focused Management Course Outlines

Day 1

Creating a Customer-Focused Organisation

- Why is Customer Focus suddenly such a big deal?
- The Vision and Mission of a Customer Focused Organisation
- The Roles and Responsibilities of a Customer-focused Manager
- The Importance of Presenting a Professional Business Image
- Mastering Nonverbal Communication

Day 2

Enhancing Leadership and Interpersonal Communication Skills

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- Supervising the Four Personality Styles
- Overcoming Communication Barriers in the Workplace
- The Supervisor's Role in Conflict Resolution and Service Recovery
- Facilitation Skills: Managing Group Dynamics
- How to Give and Receive Constructive Feedback

Day 3

Setting Customer Service Policies and Performance Standards

- Deming's Fourteen Points of Total Quality Management
- Traditional Manager vs. TQM Manager
- Setting SMART Objectives to Improve Customer Satisfaction
- Best Practices: Methods of Measuring and Monitoring Customer Satisfaction
- Empowering Frontline Employees to Better Serve their Customers

Day 4

Building High-Performance Teams and Motivating Individuals

- The Building Blocks of a High-performance Team
- Your Customer Service is Only as Good as Your Worst Employee
- The Power of Mutual Support and Cooperation
- Building Teamwork with Support and Recognition
- Coaching and Mentoring Techniques
- The Impact of Stress on Individual and Team Performance
- The Benefits of Teamwork and Mutual Cooperation

Day 5

Leading the Way to Superior Customer Service

- Using Social Media to Engage with Customers
- Recruiting, Interviewing and Hiring Quality Personnel
- Developing and Implementing Effective Training
- The Importance of Attitude and Teamwork
- Professional Development and Continuous Improvement
- Setting Performance Goals and Expectations
- Employee Recognition and Performance Review
- Empowering, Motivating and Retaining Frontline Personnel

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