

€ TRAINING

The Customer Service and Public Relations
Masterclass

A photograph of four smiling professionals in a meeting. A woman in a black top and a multi-strand necklace is in the foreground, looking towards the camera. Behind her are three other people (two men and one woman) in white shirts, looking towards the right. The background is a bright, modern office setting. A large blue curved graphic element is overlaid on the top and right sides of the image.

30 September -
11 October 2024
Rome (Italy)



The Customer Service and Public Relations Masterclass

REF: V347 DATE: 30 September - 11 October 2024 Venue: Rome (Italy) - Fee: 10100 Euro

Introduction:

Our masterclass combines the disciplines of advanced customer service management and PR/communications in a powerful state-of-the-art program to enable you to exploit this colossal opportunity. In a fast-paced, interactive program you will work closely to hone your relationship-building skills and strategies and to develop a planned approach to deal with the "new" consumer.

Program Objectives:

At the end of this program the participants will be able to:

- **Forge Lasting Customer Relationships:** Utilize powerful behavioral tools, including Neuro-Linguistic Programming NLP and Emotional Intelligence, to deeply understand and meet customer needs, fostering lasting and meaningful connections.
- **Secure Competitive Edge:** Implement strategies informed by neuroeconomics to enhance decision-making processes, ensuring the ability to secure and maintain a competitive edge in any marketplace.
- **Optimize Communication Channels:** Understand and utilize various media channels effectively to develop and enhance relationships with stakeholders, ensuring clear and adaptable communication models between the organization and its customers.
- **Stakeholder Engagement:** Develop the ability to map stakeholders and leverage relationships effectively, fostering cooperation, commitment, and integrity in influencing and communicating with stakeholders.
- **Personal and Organizational Development:** Learn to use e-media effectively, enhance personal communication effectiveness, and plan communication activities tailored to meet stakeholder needs, thereby building cooperation, commitment, and organizational success.

Targeted Audience:

- Customer Service.
- Sales Professionals.
- Field Services Representatives.
- Receptionists.
- Front-Line Staff.
- Communication Specialists.
- Public Relations Personnel.

Program Outlines:

Unit 1:

The World of Customer Service Excellence:

- Customer service and what it means.
- Identifying excellence in front-line customer services.
- What are the services and products that you offer?
- The role of NLP and Emotional Excellence in customer service.
- What do your customers say about you and your organization?
- What do you want your customers to say?
- Myths and legends about customer service.

Unit 2:

Gaining a Greater Understanding of Your Company:

- Develop Behavioral Flexibility.
- Identify and Understand Behavioral Traits.
- Adapt Behavior to Build Rapport.
- Enhance Sensory Awareness.
- Foster Deeper Connections.
- Empathize and Understand Perspectives.

Unit 3:

Communication Masterclass:

- What is crystal clear communication?
- Communication excellence through powerful listening and questioning techniques.
- Thinking patterns, Filters to communication, Metaphors and Models.

- Using perceptual positions to understand your customers' point of view.
- Logical levels of change.
- Building climates of trust.
- Creating well-formed outcomes and Communication skills exercises.

Unit 4:

Influencing With Integrity:

- The importance of value sets in the modern-day business.
- Influencing the Influencers and high fliers.
- The importance of matching others' language patterns.
- Mirroring and pacing - what do they mean?
- Internal and external references.
- Coaching - a tool for self and others.
- Influencing exercises.

Unit 5:

Conflict and Challenge:

- Assertiveness and what it means.
- Dealing with difficult people in an assertive way.
- Maintaining high standards of customer service.
- Reviewing the service that you offer and reacting accordingly.
- Embracing change for the good of all.
- Personal planning session - dealing with your customers.

Unit 6:

The 21st Century Communicator:

- Introduction and welcome.
- Goal setting for the program.

- The role of Communications PR in the organization and The range of media and channels
- Neuroeconomics and the behavior of our stakeholders.
- A problem-solving approach.
- Personal goal-setting for the program.

Unit 7:

From Theory to Successful Practice:

- Communications models: implications for practice.
- Psychological themes and construction in practice.
- The art of influence and persuasion.
- Ethics and communications.
- Organizational transparency and communications.
- Taking and interpreting communication briefs.

Unit 8:

The Medium is The Message:

- Managing stakeholder relations.
- Choosing channels - matching media to tasks and stakeholders.
- Writing and editing for print .
- Writing for the web.
- Organizing face-to-face events.

Unit 9:

Management Of Communication:

- Improving the power of communications in the organization and between the organization and its stakeholders.
- Measuring communications effectiveness.
- Using measurement to improve performance.

- Crisis communication.
- Reputational management.

Unit 10:

Putting it All Together:

- Planning your career and personal development.
- Impacting positively on your managers.
- Managing up and increasing your visibility.
- Networking and effectiveness.
- Team working and your effectiveness.
- Time management and work planning.