



Website : www.bcdhbh.org

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Customer Profiling Techniques and Proceed

Date	Venues	(\$)Fees	Book your seat
04 May -08 May 2025	Brussels	5200	Register Now

Course Overview

The Customer Service workshop will look at all types of customers and how we can serve them better and improve ourselves in the process. Your participants will be provided a strong skillset including in-person and over the phone techniques, dealing with difficult customers, and generating return business.

Course Objective

- State what customer service means in relation to all your customers, both internal and external
- Recognize how your attitude affects customer service
- Identify your customers' needs
- Use outstanding customer service to generate return business
- Build good will through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal with difficult customers

Who Should Attend?

This program is designed for marketing and sales representatives, managers and directors, and small business owners who have not had formal marketing training. The program is also recommended as an excellent preparation for persons expecting to assume marketing responsibilities.

Course Outline

- **Who We Are and What We Do**
- **Who Are Customers?**
- **What Is Customer Service?**
- **Who Are Customer Service Providers?**
- **Establishing Your Attitude**
- **Identifying and Addressing Customer Needs**
- **Understanding the Customer's Situation**
- **Generating Return Business**
- **In-Person Customer Service**
- **Giving Customer Service over the Phone**



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- **Providing Electronic Customer Service**
- **Recovering Difficult Customers**
- **Understanding When to Escalate**
- **Dealing with Legal and Physical Threats**
- **Ten Things You Can Do to WOW Customers Every Time**

Training Methodology

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Games & Role plays