

Building Stronger Customer Relations through Sound Interpersonal Communication

Course Description: The ability to actively listen, ask the right questions, provide feedback, recognize verbal and nonverbal cues and communicate effectively in person or over the telephone is crucial to service success. In this program, participants will explore an effective communication model and through a variety of activities examine how to more effectively give and get information from their customers.

Learning Outcomes: At the end of this session and when applying concepts discussed and demonstrated, participants will be able to:

- Recognize and use active listening techniques when interacting with customers
- Identify a variety of non-verbal cues, how they differ between various cultures and groups, and potential pitfalls of misinterpretation of the signals sent by you and others
- Use effective questioning techniques to determine your customers needs and issues
- Strategies for giving meaningful and effective feedback

Learning Strategies: Personal Listening Profile (self-assessment)
Small group discussion
Lecture
Demonstration
Small group activities
Video-based activity

Who Should Attend? Anyone engaged in interactions with internal or external customers

Course Duration: One (1) Day

Audience Size: Twenty-four (24)

Prerequisites: None

Additional Information: Participants will receive a copy of the book *Communicating One-to-One: Making the Most of Interpersonal Contacts* by Robert W. Lucas Enterprise's Principal, Bob Lucas