

## **Focusing on Customers**

### **Aim**

This programme focuses on the needs, expectations and perceptions of your internal and external customers. It is aimed at everyone in the organisation who is new or has had little formal training in customer service. An informal and relaxed approach is blended with focus, structure and fun involving a variety of training methods including individual and group exercises, syndicate work and practical exercises and activities.

### **Objectives**

By attending this course delegates will have the opportunity to:

- Explore how to provide excellent customer service
- Identify the needs, values and perceptions of internal and external customers
- Develop their verbal and non-verbal communication skills
- Develop a strategy for dealing with difficult situations

### **Course Content**

- Customer service skills
- Reviewing your own personal experiences of excellent and poor customer service
- External customers – their needs, values and perceptions
- Internal customers – service links, needs, values and perceptions
- The art of reading body language
- Communication skills – adapting your language style, making questions conversational and effective listening
- Solving customer problems

**Duration:** 3 days

**Accreditation:** Prospects Group Certificate

Course bookings  
and enquiries

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