

ENHANCING CUSTOMER RELATIONSHIPS ^{XX}

Professionals work with customers everyday whether they're an external client or a colleague in another department.

Effective communication is the foundation of professional success and strong workplace relationships. In this program, participants will explore their personal “why” in their roles and develop essential communication skills to engage with both internal and external customers. By learning and applying a structured communication pathway, participants will discover how to strengthen relationships with their customers, uncover what matters most to others through voice of the customer analysis, and agree on mutually beneficial next steps, even if the customer has conflicting expectations.

The session will feature interactive discussions, practical tools, and real-world case scenarios. After attending participants will be empowered to build meaningful connections and communicate with clarity and impact.



Participants will walk away with these skills:

- Define your purpose in your role and who your customers are.
- Apply a clear communication pathway for engaging internal and external stakeholders.
- Assess customer’s personal and professional needs to offer the best solution
- Discover strategies to engage customers at a deeper level
- Resolve and deescalate conflict

Audience:

Professionals at any level in any industry who want to improve their communication skills with internal and external customers.

Duration:

This program consists of one full-day, in-person session.

Cost: \$695 General Registration

Select Discounts Available

0.6 CEUs will be issued for this program