

**Course Overview:**

The Communicating with Customers training materials will help develop anyone that comes into contact with customers. Whether that is via the telephone or on a face to face basis.

**Course Objective:**

- Understand their customers and their needs
- Follow a clear process for communicating with customers
- Use Questioning and Listening skills effectively with customers
- Effectively manage difficult situations with customers

**Course Outline:**

- Identifying customer needs
- What do customers want?
- How do customers measure satisfaction?
- Listening with empathy
- Gathering the facts
- Questioning techniques
- Recording the information
- Being assertive
- Managing customers' expectations
- When it will take longer than they think
- When they can't have what they want
- Ending the conversation
- Leaving the customer with a good impression
- Making sure everyone knows what happens next
- Follow-up communication

**Who Should Attend:**

This business-orientated course is helpful to those providing or selling a service to others, as well as people responsible for managing communication across teams and the organisation.

**Training Language:**

Eng/Ar

**Training Methodology:**

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

**Venue | Date | Fees**

ONLINE | 06-03-2022 | 3,450 SAR  
Khobar | 06-03-2022 | 7,475 SAR  
ONLINE | 31-07-2022 | 3,450 SAR  
Khobar | 31-07-2022 | 7,475 SAR  
Riyadh | 21-08-2022 | 7,475 SAR