

DYNAMICS OF CUSTOMER RELATIONS™

Introduction

The “Customer is King”, is a well known saying. Whether you agree or not, customers may like to be treated as one, and those who are treated as though they were royalty, will respect this.

Today, its all about managing customers perceptions and exceeding their expectations. Yet, unless we get ‘close to the customer, we may not know how our products or services are perceived. If we can find out more about their values, needs, wants and their thinking style preferences, or better skill their true personality, we will then be able to optimally satisfy them. And, if we can get to know them even better, we can develop policies, strategies and skills that will ‘delight’ them.

This program focuses on how to manage customer relations so we understand them better. This will ensure they not only come back for more business, but tell all their friends about how excellent the service is

Workshop Contents

- Influence of Personality, Gender and Culture on Thinking and Learning
- How customer’s personality, thinking, emotional styles influence their expectations.
- Customer’s values, vision and motivations.
- Analysing a customer’s culture
- Uncovering customer’s problems and challenges
- Knowing customer’s strengths, needs and wants
- Selling ideas, services and solutions
- Influencing customer relations outcomes
- Improving mutual understanding
- The customer as a strategic partner
- Conducting customer interviews, surveys and needs assessment
- Customer Relations Competencies
- Maintaining A Long Term Relationship
- On the job applications
- Personal Development Action Plan (PDAP)

Workshop Duration

This can be designed as a 1, 2 or more intensive 3 day workshop, subject to client’s needs.

Learning Objectives

By the end of this program, participants will:

- Understand how personality, gender and culture influence thinking, emotional and learning styles.
- Recognize a range of different thinking styles and types related to this program
- Be able to collect and identify clues about your customers, personality and emotional styles
- Understand the key concepts of customer relations management (CRM) and quality service
- Be able to select and match best service strategies to your customers needs and personality profile
- Know how to gain better acceptance of your own ideas, services or solution is from among your customers
- Be able to better influence the outcomes of your customer relations and decisions from others
- Know how to improve communication between and your customers
- Be able to conduct a customer’s interview and needs assessment.
- Be able to profile your customer and analyse their ‘culture’ and expectations
- Have developed an action plan for improving customer relations and service.

Workshop Methodology

A key and unique feature of this workshop is that all participants will complete a personality traits survey form, resulting in a detailed personality profile. This will enable participant’s to discover their own preferred cognitive and emotional styles, which in turn can strongly influence the dynamics of thinking and learning relating to this workshop .

Workshop design incorporates a variety of methods to both stimulate active learning and appeal to the mix of participants preferred learning styles. Building on participant personality profiles, a number of interactive exercises, games and group discussion help them to understand the different thinking skills needed. Where appropriate, selected multimedia, video or power point visuals augment a comprehensive manual of notes. The workbooks are professionally laid out, appealing to the learner and capturing key learning points and post workshop actions

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