



*Training Course:  
Customer Service & Public Relations*

*1 - 5 June 2026  
Barcelona (Spain)*

## Training Course: Customer Service & Public Relations

Training Course code: RR5028 From: 1 - 5 June 2026 Venue: Barcelona (Spain) - Training Course Fees: 5775 € Euro

### Introduction

Our masterclass combines the disciplines of advanced customer service management and PR/communications in a powerful state-of-the-art programme to enable you to exploit this colossal opportunity. In a fast-paced, interactive programme you will work closely with other delegates to hone your relationship-building skills and strategies and to develop a planned approach to deal with the "new" consumer. You will learn how to build lasting rapport and mutual respect with your customers while you uncover their needs, match them, build respect and maintain customer loyalty

This highly interactive and fun programme examines in depth how to. This programme will enable you to:

- Build lasting and meaningful relationships with your customers
- Use powerful behavioural tools to ensure you secure and maintain a competitive edge within any marketplace
- Gain a greater understanding of your customers' needs and how to satisfy them
- Explore the basics of Neuro Linguistic Programming NLP and Emotional intelligence and discover how they can help you to improve your customer services management
- Understand how media channels can be used successfully to develop and enhance relationships
- Understand the process of decision-making based on learning from neuroeconomics
- Develop your ability to draw stakeholder maps and to explore and exploit the relationships between stakeholders
- Influence with integrity and effective communication

### Courses Objectives

- Build lasting rapport and lasting relationships with colleagues, customers and friends
- Modify your own behaviour to match others
- Establishing good working relationships
- Learn to influence with integrity
- To use influencing skills and techniques to build ongoing and long term relationships with key customers and other stakeholders
- To be able to create and adapt crystal clear models for communication between your organisation and its customers
- Build co-operation and commitment
- Understand your customers' needs and how to satisfy them
- An ability to tailor services to meet your stakeholders needs

- Plan communications activity to meet stakeholder needs
- Be more versatile in every customer or stakeholder-facing situation
- Explore the range of communications techniques and tools available
- Develop increased skill writing for print and the web and competency in the range of PR tools and techniques including editing
- Learn how to write clear brief and clear objectives
- Learn how to be an effective user of e-media
- Develop crisis management techniques
- Develop your interview technique
- Develop personal communications effectiveness
- Recognise behaviours that may cause conflict in the future, enabling you to defuse awkward, and sometimes critical, confrontations with colleagues and customers alike

## Methodology

Participants will learn by active participation throughout the programme, using programme materials, exercises, training videos and discussions of relevant organisational issues.

## Course outline

### Day 1: Customer Service Excellence & Understanding Behavior

The world of customer service excellence  
Customer service and what it means  
Identifying excellence in front-line customer services  
Services and products offered  
The role of NLP and emotional excellence  
Customer perceptions and expectations  
Myths about customer service  
Understanding your organization  
From judgments to behavioural flexibility  
Behavioural traits and identification  
Modifying behavior to match others

### Day 2: Building Rapport & Understanding Communication Signals

Building lasting rapport  
Sharpening sensory awareness  
Connecting with colleagues and clients  
Understanding others' perspectives  
Body language and non-verbal communication

Truth indicators in communication  
Communication masterclass  
Crystal clear communication  
Listening and questioning techniques  
Thinking patterns and communication filters  
Metaphors and models

### Day 3: Advanced Communication & Influence

Perceptual positions  
Logical levels of change  
Building trust climates  
Creating well-formed outcomes  
Communication exercises  
Influencing with integrity  
Value systems in business  
Influencing key stakeholders  
Language patterns, mirroring, and pacing  
Internal and external references  
Coaching as a communication tool  
Influencing exercises

### Day 4: Handling Challenges & Professional Development

Conflict and assertiveness  
Dealing with difficult people and customers  
Maintaining high service standards  
Reviewing and improving service  
Embracing change  
Personal planning for customer management  
The 21st century communicator  
Goal setting  
Role of PR and communication in organizations  
Communication channels and media  
Neuroeconomics and stakeholder behavior

### Day 5: Strategic Communication & Organizational Impact

Communication models and practical application  
Psychological aspects of communication  
Influence and persuasion  
Ethics and transparency  
Managing stakeholder relationships  
Choosing communication channels  
Writing for print and web  
Organizing events  
Communication effectiveness measurement  
Crisis communication and reputation management  
Career planning and personal development  
Networking, teamwork, and time management  
Summary and conclusion



## Registration form on the Training Course: Customer Service & Public Relations

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.