



*Training Course:
Customer Service & Public Relations*

*30 November - 4 December 2026
Madrid (Spain)*

Training Course: Customer Service & Public Relations

Training Course code: RR5028 From: 30 November - 4 December 2026 Venue: Madrid (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:
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place.

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