



*Training Course:  
Advanced Customer Service Management*

*20 - 24 July 2026  
Madrid (Spain)*

## Training Course: Advanced Customer Service Management

Training Course code: RR5001 From: 20 - 24 July 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

### Introduction

There has been no time in history when customers have had so much choice of where to get service and goods. The internet has revolutionized the market place: customers can research, purchase, and review products and services from the comfort of their own home, or office. Customer expectations have heightened. They demand consistent, professional, and effective service from their suppliers. This highly interactive and fun program examines in-depth 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 program will enable you to:

- Build lasting and meaningful relationships with your customers
- Use powerful behavioral 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
- Influence with integrity and crystal clear communication

### Objectives

- The art of building lasting rapport and lasting relationships with colleagues, customers, and friends
- How to modify your own behavior to match others
- The model for establishing good working relationships
- An ability to influence with integrity
- An ability to use influencing skills and techniques to build ongoing and long term relationships with key customers
- To be able to create and adapt crystal clear models for communication between your organization and its customers
- How to build co-operation and commitment
- A greater understanding of your customers' needs and how to satisfy them
- An ability to tailor services to meet your customer's needs

- Long term relationships between your organization and its customers
- An ability to be more versatile in every customer-facing situation
- The ability to recognize behaviors that may cause conflict in the future, enabling you to defuse awkward, and sometimes critical, confrontations with colleagues and customers alike

## Target Audience

- Customer service managers and team leaders
- Sales professionals and account managers
- Frontline customer service staff
- Managers in charge of customer service operations
- Marketing and communications teams
- Anyone in the organization who interacts directly with customers and aims to improve service delivery and satisfaction
- Professionals looking to enhance their customer relationship management skills
- Customer-facing employees who wish to improve their interpersonal skills and customer handling techniques

## Outlines

### Day 1: The world of customer service excellence

- Customer service and what it means
- Identifying excellence in front-line customer services
- What are the services and products that you offer
- The role of NLP and Emotional Excellence in customer service
- What do your customers say about you and your organization
- What do you want your customers to say?
- Myths and legends about customer service

### Day 2: Gaining a greater understanding of your company

- From judgements to behavioural flexibility
- Behavioural traits and how to identify them
- Modifying your own behaviour to match others
- Building lasting rapport
- Sharpen your senses to the signals others are sending you

- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Body language clues that show how others are thinking and responding to you
- Non verbal clues that show if someone is telling the truth

#### Day 3: Communication masterclass

- What is crystal clear communication?
- Communication excellence through powerful listening and questioning techniques
- Thinking patterns
- Filters to communication
- Metaphors & Models
- Using perceptual positions to understand your customers' point of view
- Logical levels of change
- Building climates of trust
- Creating well formed outcomes
- Communication skills exercises

#### Day 4: Influencing with integrity

- The importance of value sets in modern day business
- Influencing the Influencers and high fliers
- The importance of matching others' language patterns
- Mirroring and pacing - what do they mean?
- Internal and external references
- Coaching - a tool for self and others
- Influencing exercises

#### Day 5: Conflict, challenge and closure

- Assertiveness and what it means

- Dealing with difficult people in an assertive way
- Dealing with difficult customers
- Maintaining high standards of customer service
- Reviewing the service that you offer and reacting accordingly
- Embracing change for the good of all
- Personal planning session - dealing with your own customers

## Registration form on the Training Course: Advanced Customer Service Management

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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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provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

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

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to: Global Horizon  
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