



*Training Course:
The Customer Service & Public Relations
Masterclass*

*19 - 30 October 2026
Madrid (Spain)*

Training Course: The Customer Service & Public Relations Masterclass

Training Course code: RR5006 From: 19 - 30 October 2026 Venue: Madrid (Spain) - Training Course Fees: 9450 € Euro

Introduction

This masterclass blends advanced customer service management and PR/communications to help participants excel in building customer relationships. Attendees will learn to understand customer needs, use behavioral tools, and maintain loyalty for a competitive edge. The program explores techniques like Neuro-Linguistic Programming NLP, emotional intelligence, and neuroeconomics to enhance service strategies. Participants will also master using media channels and stakeholder mapping to strengthen relationships. The course emphasizes influencing with integrity and effective communication for long-term success.

Course Objectives

- Build lasting rapport and lasting relationships with colleagues, customers, and friends
- Modify your own behavior 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 organization 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 stakeholder's 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
- 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 representatives and frontline staff
- Sales and account management professionals
- Supervisors and team leaders in customer-facing roles
- Managers in charge of customer service operations
- Professionals aiming to improve their interpersonal and conflict resolution skills
- Anyone in the organization who interacts with customers and aims to improve service quality

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 judgments to behavioral flexibility
- Behavioral traits and how to identify them
- Modifying your own behavior 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 and 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

Day 6: The 21st Century Communicator

- Introduction and welcome
- Goal setting for the program
- The role of Communications PR in the organization
- The range of media and channels
- Neuroeconomics and the behavior of our stakeholders
- A problem-solving approach
- Personal goal-setting for the program

Day 7: From theory to successful practice

- Communications models: implications for practice
- Psychological themes and construction in practice
- The art of influence and persuasion
- Ethics and communications
- Organizational transparency and communications
- Taking and interpreting communication briefs

Day 8: The Medium is the Message

- Managing stakeholder relations
- Choosing channels - matching media to tasks and stakeholders
- Writing and editing for print
- Writing for the web
- Organising face-to-face events

Day 9:e-Management x Communication

- Improving the power of communications in the organization and between the organization and its stakeholders
- Measuring communications effectiveness
- Using measurement to improve performance
- Crisis communication
- Reputational management

Day 10: Putting it all together

- Planning your career and personal development
- Impacting positively on your managers
- Managing up and increasing your personal visibility
- Networking and effectiveness
- Team working and your personal effectiveness
- Time management and work planning
- Summary and Conclusion

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

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

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