



*Conference:  
Advanced Customer Service Management*

*23 - 27 November 2026  
Madrid (Spain)*

## Conference: Advanced Customer Service Management

Conference code: CO8073 From: 23 - 27 November 2026 Venue: Madrid (Spain) - Conference Fees: 6300 € Euro

### Introduction

This highly interactive program focuses on delivering customer service excellence by building strong, lasting relationships with customers through effective communication, emotional intelligence, and influencing skills. Participants will learn how to understand customer needs, build trust and rapport, manage challenging situations professionally, and use practical NLP techniques to enhance customer interactions and long-term

### Objectives

- The art of building lasting rapport and lasting relationships with colleagues, customers, and friends
- How to modify your 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 cooperation and commitment
- A greater understanding of your customer's 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 the 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 and Customer Experience Professionals
- Frontline Customer Support Staff
- Sales and Account Management Professionals
- Call Center and Contact Center Teams
- Client Relationship and Business Development Managers
- Hospitality and Service Industry Professionals
- Team Leaders and Supervisors managing customer-facing teams
- HR and Training Professionals involved in customer service development
- Professionals seeking to improve communication, influence, and relationship-building skills
- Organizations aiming to enhance customer satisfaction, loyalty, and service excellence

### 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: Communication masterclass

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

#### Day 3: Gaining a greater understanding of your company

- From judgments to behavioral flexibility
- Behavioural traits and how to identify them
- Modifying your 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
- Nonverbal clues that show if someone is telling the truth

#### 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 customers



## Registration form on the Conference: 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: .....  
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 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
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### Easy Ways To Register

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