



*Training Course:
Achieving Strategic Aims Through Leadership*

*3 - 7 May 2027
Casablanca (Morocco)*

Training Course: Achieving Strategic Aims Through Leadership

Training Course code: LS5027 From: 3 - 7 May 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

Achieving organizational success and long-term strategic goals requires strong leadership, exceptional communication, and a customer-focused culture. In today's highly competitive and service-driven environment, organizations must develop leaders and professionals who can inspire teams, strengthen customer relationships, improve service quality, and drive continuous improvement initiatives.

The Achieving Strategic Aims Through Leadership program is designed to help participants strengthen their leadership, communication, customer service, and interpersonal skills to support organizational excellence and sustainable growth. The program focuses on customer service excellence, leadership effectiveness, communication strategies, conflict management, teamwork, and continuous improvement practices.

Participants will gain practical tools and modern techniques to improve customer satisfaction, enhance organizational performance, strengthen teamwork, and contribute effectively to achieving strategic organizational objectives.

Course Objectives

By the end of this training program, participants will be able to:

- Understand the importance of leadership in achieving strategic organizational goals.
- Develop customer service excellence and customer-focused practices.
- Improve communication, active listening, and interpersonal skills.
- Build stronger customer relationships and improve customer loyalty.
- Handle complaints and difficult customer situations professionally.
- Apply negotiation and persuasion techniques effectively.
- Improve teamwork, collaboration, and workplace communication.
- Utilize stress management and productivity improvement techniques.
- Develop SMART objectives and action plans for continuous improvement.
- Enhance organizational performance through leadership and service excellence.

Target Audience

- Customer Service Professionals
- Team Leaders and Supervisors
- Sales and Frontline Employees
- Department Managers
- HR and Organizational Development Professionals

- Operations and Administrative Staff
- Professionals Responsible for Customer Relations and Service Delivery

5-Day Training Outline

Day 1: Foundations of Customer Service Excellence

- Principles of customer service excellence
- Internal and external customer expectations
- Customer loyalty and retention strategies
- The WOW factor in customer service
- First impressions and professional image
- Understanding customer personality styles
- Building a customer-focused mindset

Day 2: Effective Communication and Relationship Building

- Communication techniques for service excellence
- Verbal and non-verbal communication skills
- Building trust and rapport with customers
- Active listening and questioning skills
- Professional telephone and written communication
- Understanding customer expectations
- Enhancing interpersonal effectiveness

Day 3: Handling Complaints and Difficult Situations

- Understanding customer complaints and feedback
- Service recovery strategies and best practices
- Managing difficult customers professionally
- Emotional control during stressful situations
- Conflict resolution and problem-solving techniques
- Role-play exercises and practical scenarios
- Empowering employees for customer service success

Day 4: Leadership, Influence, and Customer Satisfaction

- Principles of persuasion and influence
- Giving and receiving feedback effectively
- Negotiation techniques for positive outcomes
- Customer service quality models and frameworks
- Measuring and monitoring customer satisfaction
- Best practices in customer interaction management
- Documentation and service quality assurance

Day 5: Attitude, Teamwork, and Continuous Improvement

- Building a positive customer service attitude
- Teamwork and collaboration for service excellence

- Stress and time management techniques
- Continuous improvement principles
- Setting personal and professional goals
- Developing action plans for workplace implementation
- Final review and participant feedback

Registration form on the Training Course: Achieving Strategic Aims Through Leadership

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

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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