



# Customer focus

## Shaping successful relationships with customers

### Seminar objective

Successful companies act in a very customer-centric way! In this training, we will show you how to become a customer professional and make your customer contact successful. Customer centricity is an inner attitude with which you secure the competitive advantage for your company. Learn to understand your customer better and build a sustainable customer relationship. You will become familiar with the various aspects of customer orientation and receive important suggestions for practice.

### Seminar content

#### Acting in the interest of the customer:

- Focusing on customer benefits
- Getting to know one's own
- Current standards in customer-oriented companies
- Responding to inquiries, communication style, response times, service times and accessibility via digital media
- What does intensive service attitude mean?

#### Techniques and tricks:

- Responding to different types of customers
- Personality profiles
- Tips for dealing with nervousness and uncertainty
- Building sustainable customer relationships
- How do I realize customer proximity?
- Every complaint is an opportunity: Proper complaint management
- How to maintain customer relationships
- Digital media tools - zoom, teams, phone and chats
- Target group management instead of product group management
- Smile training and friendliness
- Focus on customer value to strengthen customer relationships

#### Customer care and support in corporate practice:

- Why is customer orientation important in all areas of the company?
- What is meant by customer orientation as a process?
- When does customer orientation lead to greater success?
- How do you quickly create sympathy and trust?
- How do you develop creative solutions together with customers?
- Learning from feedback - How do I implement win-win strategies?

### Methodology

Active exercise sequences Simulations of conversations Perceptual exercises Short trainer inputs Participant and trainer feedback

#### Course ref.

VV5002

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

#### Location & dates

##### Münster

23.09.2024 - 24.09.2024  
10.03.2025 - 11.03.2025  
22.09.2025 - 23.09.2025

##### Berlin

29.08.2024 - 30.08.2024  
17.02.2025 - 18.02.2025  
28.08.2025 - 29.08.2025

##### Frankfurt am Main

27.06.2024 - 28.06.2024  
24.07.2025 - 25.07.2025

#### Fee

1.150,00 € (ex. VAT)  
1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



### **Target audience**

Our customer focus seminar is aimed at employees with intensive customer contact (field service, office service) who want to further increase their success through customer orientation.



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