

WORKSHOP 8 – CUSTOMER COMMUNICATIONS (5 DAYS)

OBJECTIVE: To provide participants with an understanding of the underlying principles that contribute to effective communications and an awareness of the various techniques that can be applied in order to communicate effectively, using a range of methods within a financial services environment.

OUTCOMES: On completion of the programme participants will understand the nature of communication and the importance of communicating clearly and effectively with customers and other stakeholders and will be able to apply a range of communications methods and techniques in the workplace.

TARGET AUDIENCE: All staff involved in selling and marketing bank products and services, all customer service and customer care staff and any employees that need to communicate with customers.

CONTENTS

Day 1

Session 1 – The importance of identifying and knowing the customer

Session 2 – Finding out about the customer and building rapport

Day 2

Session 1 – The communication process & communications planning

Session 2 – The effective use of verbal communications

Day 3

Session 1 – The effective use of non-verbal communications (use of body language)

Session 2 – Overcoming the various barriers to communication

Day 4

Session 1 – Use of a variety of communications formats and presenting information

Session 2 – Report writing techniques

Day 5

Session 1 – Customer communications and the buying process

Session 2 - Delegate presentations & review

DELIVERY: The programme will be conducted in English and will incorporate group work, case studies and delegate presentations.

DURATION: 30 hours

For more information or for alternative courses contact:

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