



# A NEW DIMENSION TO CUSTOMER SATISFACTION

## IMPROVE CUSTOMER SATISFACTION WITH NEURO LINGUISTIC PROGRAMMING (NLP)

### OVERVIEW

Day by day it is becoming a challenge to handle the customer. Products and services are becoming even more difficult to differentiate. With the ever increasing marketing budgets, companies are looking for options to retain their customers by keeping them satisfied.

In this two day workshop, participants will learn how to use NLP techniques to build robust relationships with customers from a wide variety of backgrounds. They will take away tools, techniques and strategies from NLP that allow them to maximize effective communication, build trust, become more resourceful, turn problems into opportunities and learn skills for conflict resolution. Your team will start recognizing and understanding your customer needs at a much deeper level.

### COURSE OBJECTIVES:

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

- ✓ How to build a great relationship with customers.
- ✓ Understand how the mind works and develop positive attitude towards customers
- ✓ Identify how our minds have been coded with negative thinking and wrong behavioral patterns
- ✓ To understand customers ever changing needs and desires and change our service levels accordingly
- ✓ How to be a great observer and understand the customers' expectations.
- ✓ Learn to use your postures and gestures to build a relationship unconsciously
- ✓ Setting up goals to reach bigger targets



# TARGET AUDIENCE

Customer service staff and professionals at all levels

# TRAINING OUTLINE

## MODULE 1: WHAT IS NLP AND HOW NLP CAN CREATE A NEW JOURNEY

- The beginning
- How our minds are been coded
- How our thinking can change our behavior
- Who is in controlling our lives

## MODULE 2: WHO IS A CUSTOMER

- Understanding customers expectations
- How to build a life time customer
- The cost to earn a customer and the cost to lose one

## MODULE 3: WE ARE WHO WE ARE BUT NOT WHOM WE WANT TO BE

- How to overcome our past behaviors and habits
- How to be more accountable
- How to read the customer's needs better.
- How to observe customers different behaviors /physiology and develop strategies serve better

## MODULE 4: CUSTOMER SERVICE IS ALL ABOUT THE RELATIONSHIP

- How to build great rapport with internal and external customers
- How to use tone of voice to create first impression.
- Matching, mirroring and pacing to win a positive long term connection.
- How can the client remember your service and recall when ever you meet him

## MODULE 5: OUR TONE CAN MAKE A DIFFERENCE

- Understand the customers representation system
- How to use the language for the customer feel so comfortable when getting to know
- How to face a customer's objections with a positive tone

## MODULE 6: GOAL SETTING TO REACH HIGHER RESULTS

- What is your goal to reach
- at what moment you will know that you achieved your goals
- Develop a action plan to to transform your personal, social, family, and office life to serve your customer in the most satisfactory way to have a successful journey.

**Duration: 2 Days**



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