



## “Communication – Management”

### Objectives

#### For the company:

- Enhance customer relations at contact and advisory levels to strengthen loyalty.
- Better manage difficult customers, crisis situations and psychosocial risk.
- Improve man management.
- Develop leadership qualities and assertiveness.

#### For participants:

- Learn personalized consultancy and argumentation techniques (one to one).
- Use simple and effective communication tools.
- Become a better adviser and more persuasive while improving customer relations.
- Be able to handle difficult situations.

### Teaching Method

The teaching method is based both on theoretical input and practical exercises.

The emphasis is placed on know-how and social skills with the aim of a professional application for the trainees (case studies, role-playing, video...).

The tools passed on to the trainees are drawn from sales, psychology and interpersonal communication techniques.

### Participants

**Target audience:** all staff members in contact with customers; team supervisors, managers and executives.

**Number of participants:** groups of 2 to 12.

### Duration

**Basic module:** 2 days (communication, argumentation and public-speaking techniques...).

**Complete module:** 3 days (violence and stress, man management, leadership, difficult characters, psychosocial risk...)

### Location and Teaching Materials

**Location:** at your premises or an off-site location in the city of your choice.

**Materials:** provided by you or us (room with white board, eraser, marker pens, camera, TV)...

### Cost

**Teaching fees & expenses:** price on request.

**Please contact us for a detailed solution tailored to your needs.**

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