

# Course : Develop customer loyalty

*Practical course - 2d - 14h00 - Ref. FID*

**Price : 1280 € E.T.**

★★★★☆ 4,8 / 5

How can you strengthen your position in increasingly competitive markets? How can you personalize your customer relations to build loyalty? This training course provides you with the methods and tools you need to develop your sales, support your customers on a day-to-day basis and win their loyalty across all your offers.

## Teaching objectives

**At the end of the training, the participant will be able to:**

- ✓ The keys to successful customer satisfaction
- ✓ Identify and respond to sources of customer dissatisfaction
- ✓ Adapt to different customer profiles and needs
- ✓ Strengthen your persuasiveness and negotiating skills
- ✓ Generate additive sales

## Intended audience

Sales representatives, account managers, customer relationship managers, telephone advisors.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Situational exercises, role-playing and the gradual development of tools that can be used directly in the field.

### Teaching methods

This course is based on sharing practices and realistic interview scenarios (telephone or face-to-face), followed by analysis and feedback from the group and the trainer.

## Course schedule

### PARTICIPANTS

Sales representatives, account managers, customer relationship managers, telephone advisors.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Generate customer satisfaction

- Valuing the customer through questioning.
- Develop active listening skills to improve customer knowledge.
- Use reformulation and reinforce quality in dialogue.
- Consolidate empathy to adapt to all customer and company profiles.
- Develop additive sales.

### Role-playing

Face-to-face or telephone interviews: information gathering and needs analysis to prepare a new commercial offer (up-selling or cross-selling).

## 2 Preserving quality in customer relations

- Identify sources of customer dissatisfaction.
- Facilitate dialogue to reduce dissatisfaction: empathy, active listening.
- Establish a lasting relationship of trust with customers.

### Role-playing

Listening to and dealing with dissatisfaction. Dealing with criticism, looking for ways to improve.

## 3 Setting up your loyalty strategy

- Know your offer and that of your main competitors.
- Set objectives adapted to each type of customer.
- Enhance your competitive edge.
- Prepare common objections for all customer profiles.
- Identify attitudes and reasons for dissatisfaction.

### Exercise

Draw up a summary table of common customer objections. Prepare your sales pitch for a successful sale (CAB method).

## 4 Develop your negotiation skills

- Master the specifics of telephone and face-to-face sales.
- Optimize your verbal and non-verbal skills to boost your effectiveness.
- Synchronize to develop relational quality.
- Develop assertiveness to overcome common objections.
- Mastering storytelling for better arguments.
- Managing emotions in dialogue and coping with tension.
- Practice self-diagnosis in customer relations.

### Role-playing

Presenting and arguing a loyalty offer. Handling objections and managing tension. Steering the conclusion.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 4 June, 14 Sep., 7 Dec.

### PARIS LA DÉFENSE

2026 : 4 June, 14 Sep., 7 Dec.