

# Course : Real estate: communicating and building customer loyalty

Improving customer relations through effective communication

*Practical course - 1d - 7h00 - Ref. IMR*

*Price : 830 € E.T.*

NEW

La qualité de la relation client constitue un facteur clé de différenciation, de fidélisation et de recommandation. Cette formation vise à renforcer les compétences en communication interpersonnelle et professionnelle des participants, afin de sécuriser la relation client sur le long terme.

## Teaching objectives

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

- ✓ Develop interpersonal and professional communication skills
- ✓ Build lasting relationships of trust with customers
- ✓ Implement concrete customer loyalty initiatives
- ✓ Gérer les situations délicates et transformer les réclamations en opportunité

## Intended audience

Real estate agents, real estate negotiators, agency managers, sales representatives and customer advisors in the real estate sector.

## Prerequisites

no

## Practical details

### Hands-on work

Development of a loyalty action plan.

### Teaching methods

active

## Course schedule

### PARTICIPANTS

Real estate agents, real estate negotiators, agency managers, sales representatives and customer advisors in the real estate sector.

### PREREQUISITES

no

### 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 Master the fundamentals of professional communication

- Adopt the principles of interpersonal communication
- Understand the principles of verbal, non-verbal and para-verbal communication
- Adapting a professional posture and anchoring customer relations

### Role-playing

Customer interviews followed by collective reflection on the impact of posture on customer relations

## 2 Build and maintain lasting customer relationships

- Understanding customer expectations, needs and motivations
- Personalize customer relations and follow-up
- Manage key contact points throughout the customer journey
- Building customer loyalty and satisfaction

### Case study

Analysis of a real estate customer journey and development of a loyalty action plan

## 3 Handling delicate situations and customer complaints

- Identify sensitive and high-risk situations
- Using communication techniques in tense situations
- Handling complaints and disagreements
- Turning dissatisfaction into a loyalty opportunity
- Preserving customer relationships over the long term

### Role-playing

Handle customer complaints and announce sensitive decisions and information

### 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 to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 26 June, 25 Sep., 18 Dec.

### PARIS LA DÉFENSE

2026 : 19 June, 18 Sep., 11 Dec.