

# Course : Manage customer relations as part of your projects

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

**Price : 1370 € E.T.**

★★★★☆ 4,4 / 5

Projects are generally framed by contracts, but customers often express demands that go beyond the agreements. This training course aims to develop customer-oriented practices in the various phases of a project, so as to preserve the framework of the relationship and contractualize new demands.

## Teaching objectives

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

- ✔ Support customer requests in projects
- ✔ Developing the right contractual reflexes
- ✔ Creating a win-win relationship
- ✔ Master the golden rules of customer relations

## Intended audience

Project directors, technical directors, project managers, consultants.

## Prerequisites

Good basic knowledge of project management. Experience in team management desirable.

## Practical details

### Hands-on work

Theoretical input, practical work, role-playing...

## Course schedule

### PARTICIPANTS

Project directors, technical directors, project managers, consultants.

### PREREQUISITES

Good basic knowledge of project management. Experience in team management desirable.

### 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 Drawing inspiration from the commercial relationship to adapt your communication

- Use the concept of brand image.
- Be responsible for project communication.
- Use communication tools in customer relations.
- Understanding the customer while protecting the relationship.

### Exercise

Exercises on communication and customer relations.

## 2 Meeting commitments

- Understanding customer satisfaction within a contractual framework.
- Identify the challenges and risks of transparency, and determine its limits.
- Identify moments when requests are overflowing or slipping.
- Implement relationship strategies.
- Alternate between intuitive and controlled communication.

### Case study

Analysis based on case studies provided by participants.

## 3 Separate the request from the order

- Manage customer urgency.
- Distinguish between urgency and haste.
- Detect the effects of pressure or manipulation.
- Use strategies: questioning/reformulating and listening.

### Role-playing

Case-based simulations. Self-diagnosis of life positions and win-win exchanges.

## 4 Analyze the impact and challenges of new demand

- Identify customer needs and priorities.
- Give the customer visibility and remain firm on costs.
- Remain positive and give reasons for refusal.
- Contractualize any additional requests.

### Hands-on work

Workshops on taking a step back, processing and contractualizing different customer requests.

## 5 Manage changes in a short timeframe

- Evaluate and quantify the new workload.
- Draw up schedules and integrate deadlines.
- Negotiate or renegotiate the service.
- Associate a load with a deadline and a schedule.

### Role-playing

Analysis and role-playing based on case studies provided by participants.

### 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.

## 6 Refuse a request and maintain customer relations

- Evaluate the real costs of a positive response.
- Measure the real risks of refusal.
- Express refusal with consideration.
- Negotiate based on customer needs.
- Manage your emotions and those of your customers.

### Role-playing

Self-assessment of assertiveness. Simulations on communicating refusal.

## Dates and locations

### REMOTE CLASS

2026 : 4 June, 13 Aug., 12 Oct., 30 Nov.

### PARIS LA DÉFENSE

2026 : 4 June, 13 Aug., 12 Oct., 30 Nov.