



Customer relationship

Benefits of this training

- This training course is designed to provide engineers involved in pre-sales, contractual, or other client-facing activities with the keys to building and maintaining successful customer relationships.
- The training content is tailored to reflect the specific context, activities, and stakeholders of the participants.
- The two-day format facilitates cultural change and the adoption of customer-centric best practices.

Learning objectives

Develop a practical understanding of the behaviours and best practices required to ensure project success:

- Manage customer relationships and develop active listening skills.
- Build a mutually beneficial, win-win partnership with customers.
- Develop a service-oriented mindset and customer-focused behaviours.
- Establish trust quickly and sustain it over time.
- Recognize the warning signs of deteriorating customer relationships and learn how to restore trust through effective conflict resolution.
- Develop persuasive and impactful customer-facing arguments

Teaching approaches

The training combines theoretical sessions (approximately 20%) with practical application (approximately 80%) in groups of 4 to 6 participants, using realistic case studies designed to facilitate the acquisition of operational methodologies. At each stage, participants practice proven customer relationship management techniques and best practices to strengthen their ability to serve and support their customers effectively. The course encourages experience sharing and peer learning among participants.

Target audience

This course is particularly suited to engineers involved in projects who are required to manage customer relationships during pre-sales activities, tendering and bid phases, or contract execution. Beyond project and engineering teams, the training is equally relevant for other business functions involved in customer-facing activities, including Finance, Legal, Procurement, Business Development, Contract Management, Other support and operational functions, ...

In-house training

Duration: 2 Days

Presential or Remote learning
Customization possible

Language: English or French

Prerequisites: none

Recommendations:
none

Access timeframe: 2 weeks

Implementation timelines:
Based on the analysis of the client's needs

Evaluation:
Self-assessment of prior knowledge at the start of the training program
Self-Assessment form upon completion of Training

Methods used for the workshop:
In full-group and sub-groups, role-playing based on a central case study

6 to 14 participants

Accessibility for disabled people:
Yes, please contact us to discuss options

Prices: Please, contact us



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Program

Introduction

- Kick off the training by encouraging discussions and experience sharing among participants on customer relationships and customer-facing challenges

Understanding the Fundamentals of a Service-Oriented Customer Relationship

- Explore the concepts of Service and Customer Service.
- Identify the key practices that drive service excellence.
- Compare these practices with participants' own real-life experiences.

Mastering Active Listening

- Apply the principles of active listening to enhance mutual understanding.
- Practice active listening techniques through a concrete case study.

Establishing a Structured Approach to Customer/Supplier Relationships

- Identify best practices using the Customer Expectations Framework (Kano Model).
- Understand the three core components of service delivery.
- Differentiate between the core service and associated value-added services.

Review and Challenging Situations

- Reflect on the best practices acquired during the training.
- Compare them with difficult customer situations experienced by participants.

Sharing the Golden Rules of Customer Relationships

- Understand and apply the Customer Satisfaction Performance Model.
- Identify and share the golden rules of successful customer relationships.
- Apply the methodology through a practical case study.

Identifying and Resolving Conflict

- Recognize the warning signs of a deteriorating customer relationship.
- Learn and apply a structured conflict resolution approach.
- Practice the methodology through role-playing exercises and real-life scenarios.

Building a Convincing Communication Strategy and Handling Objections

- Address and respond effectively to different types of customer objections.
- Develop persuasive communication techniques tailored to customer interactions.
- Training review, key takeaways, and course conclusion.



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Key Figures

More than **20,000 participants** worldwide over nearly **20 years**.

For **90%** of participants (*), the training pedagogical progress is perfectly matching their needs.

97% of participants (*) highlight our trainers' ability to bring knowledge to life, drawing on their real-world professional experiences.

Our training programs meet the objectives (**) for **93%** of the participants (*)

(*) Period from January 2025 – December 2025

(**) usefulness of the content for professional development and overall satisfaction of the training