TA-EMP - Developing and strengthening the empathic relationship with the client

Soft skills - Comunicazione e Psicologia Comportamentale - Leadership e comunicazione

Durata:	Lingue:	Certificazione:
2 Giorni	**Italiano**	**-**

Descrizione del corso

Objectives: Raising awareness and control of your own assertive behaviors, improving the ability to manage the relationship with clients. Audience: Salesmen, representatives and those who are interested in developing a relationship of collaboration with the client. Venditori, agenti e tutti coloro interessati a sviluppare e consolidare un rapporto di collaborazione con il Cliente.

Programma

The principles of communication and human relationship
- The five axioms of human communication
- Communication principles

Analysis of human relationships
- Relationships and Ego states
- Transactional analysis
- Ego states, the OK- not OK matrix

The relationship with the client
- Motivations
- Interests
- Positions of openness
- Brand positioning
- Emotional marketing
- Purchase models

ITCore Group

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- Objectives
- Common behaviors

The structure of assertive behavior
- Assertive behaviors of giving and receiving
- What is assertiveness?
- Assertiveness forms
- Emotions
- Freedom of expression
- Respect of yourself and others
- Self-affirmation
- Anxiety and fear
- Self-image
- Thought

Assertiveness mapping
- The four different types of behavior in a relationship
- The search for the winning combination
- Levels
- Areas
- Behavioral mapping
- Areas applied to action and interlocutors
- Individual development areas

Verbal and nonverbal techniques
- Paraphrase
- Responding to objections
- Justification
- Ternary sentence
- Matching and mirroring
- The importance of talking about yourself and of saying no
- Questioning techniques
- Silence technique
- Active listening

Handling criticism
- Criticism and guilt
- Constructive criticism

- Dealing with guilt

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