



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

Soft skills - Communication and Psychology - Soft skills

Durata:

**2 Days**

Lingue:

**Italiano**

Certificazione:

-

## Course description

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.

## Course schedule

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

Via Balestra, 12  
6900 Lugano (CH)  
+41.091.9760019  
[www.itcoregroup.com](http://www.itcoregroup.com)

Via Lanino, 36  
21047 Saronno (VA)  
+39.02.84108669  
[www.itcoregroup.com](http://www.itcoregroup.com)

- 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

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- Dealing with guilt

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