



London TDM

Customer Service and Sales Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 15 March 2026 To 19 March 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

Developing rapport and trust is crucial for successful client relationships, influencing everything from client satisfaction to ongoing business opportunities. This 5-day course is designed to equip professionals with the skills and techniques necessary to build strong, trust-based relationships with clients.

Objectives

- Understand the psychology of trust and rapport in business relationships.
- Learn effective communication techniques that foster trust.
- Develop skills to manage and resolve conflicts positively.
- Gain strategies for maintaining long-term client relationships.
- Enhance problem-solving skills to meet client needs effectively.

Course Outlines

Day 1: Foundations of Trust and Rapport

- Introduction to the concepts of trust and rapport.
- The role of trust in business relationships.
- Psychological factors influencing trust.
- Building credibility and demonstrating reliability.
- Case study: Successful trust-building strategies.

Day 2: Communication Skills for Building Trust

- Active listening techniques.
- Effective verbal and non-verbal communication.
- Building empathy with clients.
- The importance of transparency and honesty.
- Role-playing exercises to practice communication skills.

Day 3: Conflict Resolution and Trust Repair

- Identifying sources of conflict with clients.
- Strategies for resolving disputes amicably.
- Rebuilding trust after a conflict.
- The role of negotiation in trust repair.
- Group activities focusing on conflict resolution techniques.

Day 4: Strategies for Long-term Relationship Building

- Identifying opportunities for relationship development.
- Cultivating a client-focused approach.
- Proactive engagement and follow-ups.
- Leveraging feedback for continuous improvement.
- Developing a personal relationship-building action plan.

Day 5: Problem-solving and Meeting Client Needs

- Understanding client needs thoroughly.
- Creative problem-solving techniques.
- Delivering solutions that enhance trust.
- Balancing client expectations with business capabilities.
- Final project: Develop a trust-building strategy for a hypothetical client scenario.