



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 28 June 2026 To 02 July 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

This 5-day professional course on "Emotional Intelligence in Customer Interactions" is designed to equip participants with the skills to effectively understand and manage emotions, both their own and those of their customers. By enhancing emotional intelligence, participants will be able to foster stronger relationships, improve customer satisfaction, and handle complex interactions with confidence and empathy.

## Objectives

- Understand the fundamentals of emotional intelligence and its importance in customer interactions.
- Develop self-awareness and self-regulation skills to manage personal emotions.
- Learn techniques to empathize with customers and understand their perspectives.
- Enhance communication skills to effectively respond to customer needs.
- Apply emotional intelligence strategies to improve customer service outcomes.

## Course Outlines

### Day 1: Introduction to Emotional Intelligence

- Definition and components of emotional intelligence
- The role of emotional intelligence in customer service
- Benefits of using emotional intelligence in interactions
- Identifying personal emotional intelligence strengths and weaknesses
- Setting personal goals for enhancing emotional intelligence

### Day 2: Developing Self-Awareness and Self-Regulation

- Recognizing personal emotional triggers
- Techniques for managing emotions under stress
- Practicing mindfulness and reflection
- Building resilience in customer interactions
- Creating an emotional self-regulation action plan

### Day 3: Cultivating Empathy

- Understanding empathy and its importance in customer service
- Active listening skills to better understand customer needs
- Building rapport and trust with customers
- Recognizing and respecting diverse emotional expressions
- Strategies for maintaining empathy in challenging situations

### Day 4: Enhancing Communication Skills

- Importance of non-verbal communication in customer interactions
- Using emotional intelligence to adapt communication styles
- Strategies for delivering difficult messages empathetically
- Practicing assertive but empathetic communication

- Role-playing exercises to improve communication clarity

### **Day 5: Applying Emotional Intelligence in Customer Interactions**

- Customer service scenarios and emotional intelligence applications
- Managing conflict and difficult customer interactions
- Building long-term customer relationships through emotional intelligence
- Gathering and responding to customer feedback effectively
- Reviewing personal progress and setting future emotional intelligence goals