



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 22 March 2026 To 26 March 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

The "Frontline Customer Service Skills" course is designed to equip customer service professionals with the essential skills to handle diverse customer interactions effectively and efficiently. Over five days, participants will engage in a combination of theoretical learning and practical exercises to refine their communication abilities, problem-solving strategies, and professional demeanor to excel in frontline service roles.

## Objectives

- Develop effective communication skills for customer interactions.
- Learn problem-solving techniques for resolving customer complaints.
- Understand the importance of professionalism in customer service roles.
- Master strategies for managing difficult customer situations.
- Enhance the capacity to deliver high-quality customer experiences consistently.

## Course Outlines

### Day 1: Introduction to Customer Service

- Understanding the role of customer service in business success.
- Defining exceptional customer service.
- The impact of customer service on brand reputation.
- Customer service ethics and standards.
- Key skills for frontline service representatives.

### Day 2: Effective Communication Skills

- Verbal communication techniques.
- Active listening and its significance.
- Non-verbal communication cues.
- Building rapport with customers.
- Handling communication barriers.

### Day 3: Problem Solving and Conflict Resolution

- Identifying common customer service issues.
- Techniques for problem-solving.
- Approaches to conflict resolution.
- Utilizing feedback for continuous improvement.
- Case studies on conflict resolution.

### Day 4: Managing Difficult Situations

- Strategies for dealing with difficult customers.
- Maintaining professionalism under pressure.
- De-escalation techniques.
- Understanding customer psychology.
- Role-playing exercises for real-world scenarios.

## **Day 5: Excellence in Customer Service**

- Defining and measuring service excellence.
- Tools and technology for enhancing customer service.
- Continuous improvement and personal development.
- Creating a personal action plan for service excellence.
- Review and wrap-up of the course.