Soft skills

Customer Orientation: Listen, Respond, Retain

One day to put the customer at the centre of daily work, including in functions that do not sell. Participants learn to listen for the real need of an industrial client or a distributor, to answer a request or a complaint with commitments that are kept, to turn an incident into a chance to build loyalty and to bring the voice of the customer back inside the company. The cases come from industry, distribution and after-sales service.

Duration : 1 day

Objectives

1. Explain what builds loyalty in a professional customer: reliability, responsiveness, an identified contact, problems solved
2. Identify the real need behind a request, an order or a complaint
3. Answer a customer with a precise, realistic and followed-up commitment
4. Handle a complaint or an unhappy customer in a way that preserves the relationship
5. Feed customers' expectations and dissatisfactions back to the departments concerned

Programme

Day 1 — morning

• Internal customer and external customer: who serves whom, from order taking to delivery and after-sales service

• What makes a professional customer leave: broken promises, silence, being passed from one department to another

• Listening: discovery questions, rephrasing, the need behind the request

• Exercise: analyse three real exchanges with customers (emails, calls, complaints)

Day 1 — afternoon (workshop)

• Answering and committing: lead time, solution, contact person, written confirmation

• Complaints: receive, analyse, respond, check that the answer solved the problem

• Building loyalty: follow-up after delivery or intervention, informing the customer before they discover a delay

• Workshop: role plays on an industrial customer's complaint and a service improvement plan

Teaching methods

• Analysis of real exchanges with your customers, anonymised

• Cases from manufacturers, distributors and after-sales services: a late delivery to a retail chain, a non-conforming batch, equipment down at a customer's site

• Phone and face-to-face role plays with an unhappy customer

• Cross-department work on the path of an order or a complaint

• Customer service improvement plan built by the team

Assessment and documents

Knowledge test and a role play handling a complaint, post-training evaluation at D+1. Numbered certificate verifiable online for each participant; training report and the improvement plan from the workshop given to the company.

Bilingual materials for every participant; each classroom course comes with its digital twin on OmniLearn.

Good to know

For commercial negotiation itself, see “Negotiation: Method and Practice”. Companies certified to ISO 9001 can link the workshop to their complaint-handling process and their measurement of customer satisfaction.

Practical information

Duration	1 day
Audience	Sales staff, sales administration, after-sales service, field technicians, logistics, quality and any function in contact with customers
Prerequisites	No prerequisites
Group size	Groups of 6 to 12 participants, in-company
Format	In-company, face to face on your site
Language	French, Darija or English; bilingual materials
Funding	OFPPT special training contracts (TFP), GIAC, Maroc PME: we prepare the applications with you, at no extra cost.
Programme customisation	Programme adapted to your procedures, your equipment and your audience

Frequently asked questions

Is this course only for sales staff?
No. It also targets sales administration, logistics, quality, field technicians and after-sales service: they are often the ones who keep, or fail to keep, the promise made to the customer.

Can it draw on our own complaints?
Yes. Before the session, we ask you for a few recent complaints and customer exchanges, anonymised. They are used for the analysis exercises and the afternoon role plays.

How is this different from a negotiation course?
Negotiation deals with the terms of an agreement. Customer orientation deals with the quality of the day-to-day relationship: listening, responsiveness, commitments kept, complaint handling. The two complement each other for a sales team.

Can the customer orientation day be funded?
It can be part of the company’s training plan and fall under the OFPPT special training contracts (CSF), under the applicable conditions. We put the file together with you.