

*To discover new  
seas you have to  
lose sight of  
familiar shores...*



## A PRACTICAL ONE-DAY SEMINAR

Our national training venues:

**LONDON  
LIVERPOOL  
MANCHESTER  
NEWCASTLE**

“ It’s been enjoyable and informative. I’ve learnt lots of new things and got the opportunity to practice something most programmes don’t provide. ”



[WWW.EMGUK.NET](http://WWW.EMGUK.NET)

## PROFESSIONAL CLIENT RELATIONS

Delivering exceptional customer service is becoming increasingly tough as customers become more demanding. Excellent relationships with your customers can give businesses the competitive edge. It is a key strategy for securing your market position - building market share through winning and maintaining the loyalty of customers.

Whether you speak to your customers face to face or on the telephone, our programme provides an interactive and fun environment, to develop the skills to deliver exceptional customer service.

Delegates will have the opportunity to learn how to create a customer experience that will lead to significantly increased levels of customer satisfaction.

**6 CPD HOURS**

**Accredited by**  
Solicitors Regulation Authority

# PROGRAMME

Full day: 9.00am - 5.00pm

## Registration and coffee

- Introduction and objective setting
- Understanding how different personalities work
- Communicating on the telephone versus face to face

## Coffee break

- The impact of first impressions
- Building effective rapport and demonstrating empathy
- Communication through tone, pace & language

## Lunch

- Effective questioning skills
- Listening Skills
- Dealing with challenging people or situations

## Tea break

- Practical application through 'real play' activities
- Action planning

## Close of seminar

# THIS COURSE PROVIDES A PRACTICAL TOOLKIT TO HELP IMPROVE COMMUNICATION WITH EVERY TYPE OF CLIENT

## The seminar

Engage and motivate your people, enhance their skills and you create employee loyalty, this is a recipe for successful customer relations.

## On completion of the seminar, delegates will be in a better position to:

- Increase self awareness around the different types of customers/clients;
- Build confidence and ability to deal with customers demands;
- Understand the impact of voice, body language and tone;
- Practice ways of building rapport and communicating empathy using real life examples;
- Explore and practise listening & questioning techniques;
- Leave the day with personal development plans and practical tools for use back in the workplace.

## Our Strategy

Our strategy is based on personalised learning, where we aim to develop the competence and confidence of every delegate by actively engaging them in the seminars. Using case studies and practical examples, the delegates will be provided with a thorough grounding in this field and will gain the confidence needed to deliver accurate, effective advice.

# SEMINAR PRESENTERS

**Shirley Mitchell** previously worked for a top London Training Consultancy and was involved in the research, design and implementation of training programmes to a variety of blue chip clients worldwide. Her 10 years of Consultancy and Management experience ensure that even the most challenging issues are resolved quickly and efficiently. Her interest lies in seeing possibilities beyond what is already present and known, by using her insight, ingenuity, and intellect. Her passion is developing people to achieve tangible business benefits.

**Katrina Anderson** has designed and delivered training programmes for worldwide clients from a variety of industries. Her extensive global experience with all levels of management gives her a wealth of knowledge to draw upon when faced with new client challenges. Katrina, strong on initiative and creativity, is skilled at turning her ideas into reality. She is accomplished working with individuals and perceptive in understanding the needs and motivations of others. Katrina's open and supportive approach to business and management, enables her to bring a practical, enthusiastic and personal style to her training and consultancy.



## IN-HOUSE LEARNING & DEVELOPMENT SOLUTIONS

### Tailor-made training for your company

If you have a group of three or more delegates you could benefit from our flexible, in-house training programmes. Call us for a free quotation.

### Membership scheme

You and your firm could be saving £000s on your CPD training. Find out how to join our membership scheme and receive immediate benefits.

For more information please call our Customer Services **+44(0)208 822 3321**, e-mail us at **info@emguk.net** or visit us online at **www.emguk.net/membership**.

### Who should attend?

For anyone who is customer/client facing that is looking for ideas, tools and techniques that deliver exceptional customer service and client relationships that keep you ahead of your competitors.

### Our commitment to you

In order to ensure maximum interaction with delegates, numbers will always be kept to 15 delegates or less per seminar.

Delegates will receive a comprehensive pack, including presenters' slides.

### Continuing Professional Development

EMG Associates is approved as an external course provider by the Solicitors Regulation Authority (SRA) SRA reference No. **DKU/EMGA**.

Attending this seminar qualifies you for 6 CPD hours.

Certificates of attendance will be given to all delegates, so that they may claim appropriate credits in respect of other continuing professional development requirements.

## PROFESSIONAL CLIENT RELATIONS

### Our national training venues:

London: 7th Floor, 3 Shortlands, Hammersmith. W6 8DA  
Liverpool: Il Palazzo, 7 Water Street. L2 0RD  
Manchester: St James court, Brown Street. M2 2JF  
Newcastle: The Collingwood Building, Collingwood Street. NE1 1JF  
[http://www.emguk.net/ap\\_traininglocations.asp](http://www.emguk.net/ap_traininglocations.asp)

EMG Associates member price: £360 + VAT  
Non-member price: £450 + VAT

### Four easy ways to book

**Telephone** us on +44(0)208 822 3321  
**Fax** this form to +44(0)208 822 3357  
**E-mail** us at [bookings@emguk.net](mailto:bookings@emguk.net)  
**Post** this form to Customer Services:  
EMG Associates (UK) Ltd, 7th Floor, 3 Shortlands,  
Hammersmith, London W6 8DA

### Invoice/Payment details

#### NB. Payment must be in Pounds Sterling

- I am enclosing my cheque for £.....  
payable to EMG Associates (UK) Limited
- I am paying by Bank Transfer (Bacs)
- Bank name: NatWest**  
**Sort code: 60-50-06**  
**Account no: 37664018**
- Purchase order: .....

The fee includes refreshments, administration and full documentation. For further enquiries relating to this programme, its content, the venue, or if you have any special requirements, please do not hesitate to call Customer Services on +44(0)208 822 3321.

#### Terms and Conditions

**1.** Confirmation of your booking will be sent by e-mail or post within 3 days of receipt of your booking. A VAT invoice and joining instructions will be sent to you acknowledging your booking. Please contact us if you do not receive this within seven days of booking. Seminar documentation is distributed at the time of the seminar. **2.** Upon receipt of your booking, your place(s) will be confirmed. Any cancellation must be received in writing. The following charges apply in the event of cancellations: Up to 15 days before the event – 10% + VAT; Less than 15 days before the event – 100% +VAT. A substitute delegate can be named at any time before the seminar begins without any charge. **3.** This booking form constitutes a legally binding contract. The delegate and the employer are jointly and severally liable for payment of all fees due to EMG Associates (UK) Limited. To the extent permitted by law, neither EMG Associates (UK) Limited nor its presenters will be liable by reason of breach of contract, negligence or otherwise for any loss or consequential loss occasioned to any person acting, omitting to act or refraining from acting in reliance upon the seminar, material or presentation of the seminar. **4.** Continuing Professional Development hours or points may be claimed from the following professional bodies: The Solicitors Regulation Authority and the Bar Standards Board. **5.** EMG Associates (UK) Limited may periodically contact you with details of seminars that may be of interest to you. Please write to the Customer Services Team if you do not wish to be included in this activity. **6.** It may be necessary for reasons beyond the control of EMG Associates (UK) Limited to change the content and timing of the seminar, the presenter, the date or the venue. In the unlikely event of the seminar being cancelled, EMG Associates (UK) Limited will automatically make a full refund but disclaim any further liability. **7.** EMG Associates (UK) Limited reserves the right to change the timing of the seminar, the presenter and the date and venue due to reasons beyond their control. EMG Associates accept no liability if, for whatever reason, the seminar does not take place.

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### Delegate details (Please complete in BLOCK CAPITALS)

Full name: \_\_\_\_\_

Job title: \_\_\_\_\_

E-mail: \_\_\_\_\_

(To enable us to confirm your booking as efficiently as possible, please supply your e-mail address.)

Telephone: \_\_\_\_\_

Special requirements: \_\_\_\_\_

### Invoice details

Name/Company: \_\_\_\_\_

Address: \_\_\_\_\_

No. of employees  1-5  6-10  11-25  
in your organisation:  26-50  51-99  100+

### Booking details

Please see the website for available dates and locations:  
[http://www.emguk.net/bp\\_cpddirectory.asp](http://www.emguk.net/bp_cpddirectory.asp)

Course date: \_\_\_\_\_

Course location: \_\_\_\_\_

(For more than one delegate please photocopy this form.)