

# Customer Focused Communication



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**Mark McCatty, Inc.** is dedicated to helping our clients around the world focus on the right things and maintain the discipline to follow the best processes, while they involve and develop their people. Everything we do is designed to achieve outstanding business results and produce lasting, positive effects in the organizations we serve.

Your leadership is committed to continual improvement within the organization. This includes the relationships with internal and external customers. Mark McCatty, Inc. is proud to offer **Customer Focused Communication** Training to assist you in the pursuit of continuous improvement.

The goal of **Customer Focused Communication** is to develop customer-centricity; a clear customer comprehension of product offerings and merit along with a clear understanding of the customer's requirements and desires. The **CFC** process can gain inner-action [in others] through effective interpersonal interactions [with others].

This session will focus on developing proficiency with the skills required to build and maintain high-trust, customer relationships through effective interpersonal interactions. Using video simulations, practices will include the telling, asking, and exchanging of ideas, concepts, and product information effectively.

### SESSION OBJECTIVES

1. Review the motivations and realities of internal and external customers.
2. Observe and identify behavioral responses so that appropriate customer interactions can be developed.
3. Use behavioral awareness in guiding interactions so that customers will be motivated to take action.
4. Use communication tools that can create mutual trust.
5. Develop higher competence and confidence through simulation and peer feedback.