

Mastering customer relations with neuroscience

More human relationships.
More engaged customers.

Understand what really happens in your customers' minds to build lasting relationships of trust. This course helps you listen more effectively, understand real needs and adapt your approach through neuroscience and the new possibilities offered by AI.



Recognise these situations?

- Your teams explain before listening.
- Tense situations quickly become emotional.
- A good product is not enough to build trust.



What we will understand

- How trust, emotion and risk influence a relationship.
- What happens in a conflict situation.
- Why stated expectations and real needs may differ.



How we will work

- Neuroscience, active listening and questioning.
- Rephrasing and careful observation of behaviour.
- Simulations of customer situations.
- AI to prepare, personalise and enrich your conversations.



What will change in practice

- Smoother, less defensive relationships.
- Better identification of needs.
- More trust without manipulation.
- More engaged and loyal customers.



Who is it for?

Sales teams, managers, sales professionals, trainers or leaders, depending on the module.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience • Practical methods
AI • Hands-on experience • Real cases



An international, cross-sector perspective

Examples and inspiration from different sectors and countries.



Request the detailed programme

Questions? Let's discuss your needs.