



Sales, Marketing and Customer Service

Service Excellence in a Call Centre Environment v1

Course Introduction

In today's period where virtual teams, and multi-cultural teams are common, having an effective corporate communication is essential. The success of the organization depends on the ability to work effectively with people who may understand and react to situations differently. Therefore, the skill and ability to communicate effectively is a critical requirement.

This 5-day boost training course will equip participants of the latest trends in communicating effectively with global virtual-teams whether verbal or non-verbal conversations and meetings. This course will also provide participants with a comprehensive understanding of the skills required for cross cultural communication and communication across different mediums.

Target Audience

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist
- Customer Service Officers

Learning Objectives

At the end of the training course, participants will be able to

- Sharpen skills necessary to make your communication work with global colleagues, whatever the communication setting.
- Build and develop agile teams that can rapidly respond to change.
- Increase your level of written business communication skills and proficiency.
- Identify and use the most advanced and efficient communication channels, styles and models.
- Improve skills and have in-depth knowledge for cross-cultural communication and best practices

Course Outline

- **01 Day One**

New developments in corporate communication

- Leadership and change communication
- Effective leadership communication
- Corporate social responsibility (CSR) and community relations
- The case for CSR
- Communicating about CSR
- The 8 areas of focus for CSR
- CSR and PR

- **02 DAY TWO**

Developing your corporate communication strategy

- Corporate communication strategy and strategic planning
- Global aspects of corporate communication
- High and low-context culture
- Planning and executing communication programs and campaigns
- Research, measurement and evaluation
- Measuring corporate reputation

- Theories on measuring the effects of communication

• 03 DAY THREE

Cross-Cultural Business Communication

- Cross-cultural aspects of audiences
- Deal focus vs. Relationship focus
- Values and norms
- Verbal and non-verbal communication
- Individual vs. group-oriented cultures and organizational culture

• 04 Day Four

Global Business Ethics in Negotiations

- Ethical communication
- Different negotiation situations
- Language, tone, and style
- Simulations and Presentations

• 05 Day Five

GLOBAL COMMUNICATIONS MANAGEMENT

- Building global communication campaigns
- Communicating with influencers
- Social platforms, tools and techniques
- Content Strategy and creation

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 23, 2025	June 27, 2025	5 days	4950.00 \$	Turkey - Istanbul
Sept. 28, 2025	Oct. 2, 2025	5 days	4250.00 \$	KSA - Riyadh
Nov. 24, 2025	Nov. 28, 2025	5 days	4250.00 \$	UAE - Dubai

