Influential Communication & Negotiation in Customer Interactions

Great customer experiences aren't just about solving problems — they're about shaping conversations. Employees who know how to communicate with influence can calm tensions, secure buy-in, and negotiate solutions that satisfy both the customer and the business.

IMPACT equips participants to speak with clarity and confidence, adapt to different personalities, and use ethical persuasion and negotiation strategies.

At the end of this course, participants should be able to:

- Frame messages clearly and adapt communication style to different customers or stakeholders.
- Use persuasion principles (trust, credibility, reciprocity, social proof) to influence decisions ethically.
- Handle objections with confidence and empathy.
- Apply basic negotiation techniques to reach win–win solutions while maintaining relationships.

Course Outline

- Welcome and Introduction
- Objectives and Overview
- Reminders and House Rules
- Influence Foundations – What Influence Is (and Isn't), Credibility & Trust
- Understanding Others – Quick Stakeholder Profiling (DISC Lens)
- Framing & Persuasion Tools – Storytelling, Reciprocity, Social Proof, Positive Framing
- Negotiation Made Simple – BATNA, Win–Win Thinking, Trade-Offs
- Practical Application – Role-Plays, Feedback

- Summary and Wrap-Up – Recap, Key Takeaways, Action Plan

Course Duration

- 1 day – face-to-face

Delivery Methodologies

- Plenary Discussions
- Lecture / Slide Presentation
- Group or Pair Activities
- Individual Reflection
- Role-Play Simulations & Debriefs
- Peer Feedback
- Icebreakers / Energizers / Games

This course is recommended for:

Frontliners, Sales & Service Teams, Supervisors, Managers, and anyone who needs to influence, negotiate, or persuade in customer or internal interactions.

Upcoming Events

Dec 9
9:00 am – 5:00 pm

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Customer Interactions

View Calendar