

## Customer and Stakeholders Communication Management Course Details

Department: Public Relations, Sales and Marketing

Presented by Magna Skills Development Institute

[Registration Link](#)

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Training Coordinator: Denis Wunganayi

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+27 6300 79022  
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## Course Summary

Magna Skills presents the **Customer and Stakeholders Communication Management** course, designed to help professionals develop the necessary skills to communicate effectively with customers and stakeholders. This course focuses on improving communication strategies, building strong relationships, managing expectations, and fostering collaboration with various stakeholders in business, government, and the non-profit sector. Participants will learn techniques to enhance communication, address concerns, and ensure transparency in stakeholder engagements.

## Course Objectives

Upon completion of this course, participants will:

1. Understand the fundamentals of customer and stakeholder communication management.
2. Develop strategies for effective communication that meets the needs of diverse stakeholders.
3. Learn techniques to manage customer relationships, expectations, and feedback.
4. Gain skills to create communication plans that support business goals and stakeholder engagement.
5. Master conflict resolution and negotiation techniques to maintain positive stakeholder relationships.

## Course Outline

### Module 1: Introduction to Communication Management

- Importance of communication in managing customer and stakeholder relationships.
- Key principles of communication and engagement.
- Identifying different types of stakeholders and their communication needs.

### Module 2: Building Strong Customer Relationships

- Developing customer-centric communication strategies.
- Understanding customer needs and managing expectations.
- Techniques for effective listening, empathy, and feedback.

### Module 3: Stakeholder Identification and Mapping

- Identifying internal and external stakeholders.
- Tools and frameworks for stakeholder mapping.
- Analyzing the influence and interest of different stakeholders.

## **Module 4: Developing Communication Plans**

- Steps to create effective communication plans aligned with organizational goals.
- Setting clear communication objectives for different stakeholder groups.
- Methods for delivering key messages and ensuring consistency.

## **Module 5: Managing Stakeholder Expectations**

- Techniques for setting realistic expectations with stakeholders.
- Regular communication and progress reporting strategies.
- Tools for managing changes in project or service delivery and communicating them effectively.

## **Module 6: Conflict Resolution and Negotiation Skills**

- Identifying sources of conflict with customers and stakeholders.
- Techniques for resolving conflicts through negotiation and dialogue.
- Maintaining positive relationships through effective communication during conflicts.

## **Module 7: Feedback Management and Continuous Improvement**

- Collecting and analyzing customer and stakeholder feedback.
- Using feedback to improve communication strategies and stakeholder engagement.
- Tools for tracking communication performance and making adjustments.

## **Module 8: Crisis Communication and Issue Management**

- Managing communication during crises or sensitive issues.
- Best practices for crisis communication and protecting organizational reputation.
- Preparing a communication strategy for handling emergencies or stakeholder concerns.

## **Module 9: Digital Communication Tools and Platforms**

- Utilizing digital tools for customer and stakeholder engagement.
- Social media, email, and other online platforms for effective communication.
- Managing online reputation and handling customer feedback in digital environments.

## **Module 10: Case Studies and Practical Applications**

- Real-life examples of effective customer and stakeholder communication.
- Application of communication strategies to project management and organizational development.
- Interactive exercises and role-plays to practice stakeholder engagement and conflict resolution.

The **Customer and Stakeholders Communication Management** course offered by Magna Skills provides participants with a comprehensive understanding of how to effectively communicate with customers and stakeholders, build lasting relationships, and manage potential conflicts. Through interactive sessions, case studies, and hands-on exercises, participants will gain the skills needed to manage communication in complex and dynamic environments.



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A photograph of four people standing outdoors in front of a brick wall. From left to right: a man in a white polo shirt and dark trousers, a woman in a white polo shirt and green cargo pants holding a certificate, a man in a dark suit, and another man in a white polo shirt and dark trousers holding a certificate. They are all smiling at the camera.

## Company Overview

**Who We Are:** Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

**Our Mission:** To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

**Our Vision:** To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

## Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

## Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

## Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	Course Details
First Name:	Course Name:
Last Name:	Training Venue:
Mobile:	Month:
Email:	Training Method: Online[ ____ ] Face to Face [ ____ ]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.