



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 22 February 2026 To 26 February 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

The "Ethical Sales and Customer Trust" course is designed to equip sales professionals with the knowledge and skills they need to build trustful and ethical relationships with customers. This 5-day course will delve into the principles and practices that foster long-term customer loyalty and satisfaction while adhering to ethical standards.

## Objectives

- Understand the core principles of ethical selling.
- Identify and overcome common ethical dilemmas in sales.
- Develop strategies for building and maintaining customer trust.
- Enhance communication skills with an ethical perspective.
- Learn to evaluate and implement ethical sales practices.

## Course Outlines

### Day 1: Foundations of Ethical Sales

- Introduction to Ethical Sales Practices
- Importance of Ethics in Sales
- Key Differences Between Ethical and Unethical Sales Techniques
- The Role of Personal Values in Ethical Decision Making
- Overview of Relevant Sales Regulations and Compliance

### Day 2: Building Trust with Customers

- Understanding Customer Expectations
- Communicating with Transparency and Honesty
- Establishing Credibility and Reliability
- Maintaining Consistent and Ethical Communication
- Creating a Customer-Centric Sales Approach

### Day 3: Managing Ethical Dilemmas

- Identifying Common Ethical Dilemmas in Sales
- Strategies for Ethical Decision Making
- Case Studies: Analyzing Ethical Scenarios
- Building Personal Integrity and Ethical Resilience
- Role Play: Practicing Ethical Responses and Solutions

### Day 4: Enhancing Ethical Communication Skills

- The Importance of Active Listening and Empathy
- Respectful Persuasion Techniques
- Balancing Assertiveness with Ethics
- Giving and Receiving Ethical Feedback
- Developing a Personal Style of Ethical Communication

## **Day 5: Implementing and Evaluating Ethical Practices**

- Developing an Ethical Sales Framework
- Implementing Best Practices in Real-life Scenarios
- Assessing the Impact of Ethical Sales Strategies
- Continuously Improving Sales Ethics
- Creating an Action Plan for Continued Ethical Development