



CORNERSTONE
INTERNATIONAL COMMUNITY COLLEGE OF CANADA

Customer Relations Specialist

Paid Co-op
Diploma Programs

Study & Work
in Canada

Customer Relations Specialist Guidelines 2022



Martin Presse

*Customer Relations Specialist
Program Coordinator*

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Program Overview

The Customer Relations Specialist co-op Diploma program teaches the principles and essential skills needed to deliver outstanding customer service in a variety of corporate and retail environments.



Jessica Maria Richmond

Customer Relations Specialist



Why Cornerstone?

- + Access to the most updated curriculum
- + Strong focus on language improvement
- + Team building exercises and leadership development
- + Personalized job support from professionals

Your Success
Our Priority



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*Customer Relations Specialist
Program Instructor*

Career Opportunities

After getting professional training, our students will be suitable for lucrative career choices in the Canadian business industry.

Retail salesperson

Account service representatives

Front desk manager

Call center representatives

Sales-related occupations

Receptionist and cashier

Account manager

Online ads assistant



What Will You Learn?

- + Personal and professional development
- + Operational customer relations
- + Effective communication
- + Sales and negotiation
- + Business marketing
- + Strategic marketing



Personal and professional development

- + Develop your emotional intelligence
- + Learn to lead
- + Practice your job interview skills
- + Enhance your public speaking skills
- + Dramatically improve your speaking and writing skills.

Operational customer relations

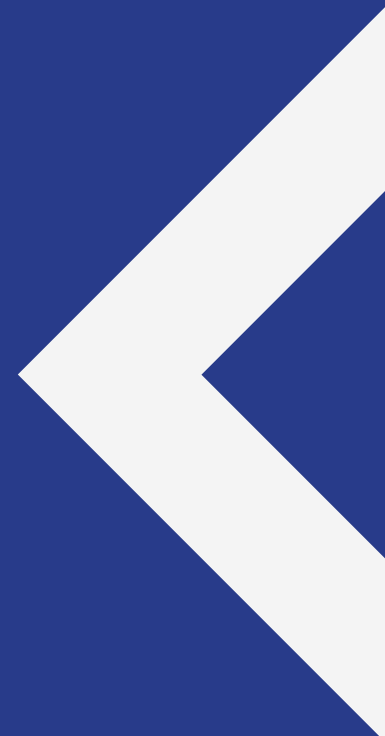
- + Implement excellent customer service programs
- + Examine business cases
- + Roleplay customer service techniques
- + Learn to develop long lasting customer relationships



Effective communication

- + Analyze various styles of business communication
- + Adapting your message style
- + Building goodwill
- + Effective writing strategies
- + Teambuilding and effective leadership styles

Sales and negotiation

- + Master the language of sales
 - + Learn why people buy
 - + How to overcome objections
 - + Speak with confidence!
- 



Business marketing

- + An introduction to social media marketing
- + Focus on small business marketing
- + Target Marketing
- + Large scale business marketing techniques
- + Corporate branding techniques

Strategic marketing

- + Advance your marketing skills even further
- + Discover how to satisfy target market needs
- + Managing live projects
- + Fully understand the product life cycle
- + Manage product quality and how to develop new products

Student Testimonials



Fabiola | Bookkeeper

Taking the Customer Relationship Specialist course has allowed me to develop the important part as a professional that is to understand and manage one of the most important assets of any company; its customers.



Dogukan | Videographer

The CRS program showed us; Why we always think, ask questions, look at situations from different perspectives, analyze and make the action about our lives. After "CRS" I was a changed man and I am thankful for Mr. Presse.



Victor | Account Manager

Martin has been the best trainer and speaker in all my days living in Canada, because his energy, enthusiasm, and delivery of the best tips in customer service in Canadian culture. Thanks to CICC and Martin I got my first job in Vancouver living the real Canadian experience.



Your Success

Our Priority

We speak Spanish, Mandarin, Portuguese, Turkish, Japanese, Italian, Cantonese, French, Korean, Russian, Arabic and, of course English.

Let's talk

Apply Now

