



# NLP for Customer Service

**11<sup>th</sup> SEPTEMBER 2025 | 9.00AM – 5.00PM | MEF ACADEMY, PJ**

*Customer service is no longer just about solving problems but is it about creating meaningful interactions that build trust and loyalty. This one-day training introduces practical applications of Neuro-Linguistic Programming (NLP) to help customer-facing improve how they relate, respond, and engage with clients.*

*Through real-world scenarios and interactive techniques, participants will explore how to better understand customer behavior, build stronger rapport, and guide conversations more effectively. Whether it is turning around a difficult situation or closing a positive experience on a high note, this session will equip you with tools to communicate with purpose, connect with customers genuinely, and respond with confidence.*

**RM 1,000.00\***

Inclusive of SST per participant  
HRDF Claimable  
Payable to MEF Academy Sdn. Bhd.

## Who Should Attend

- Customer service representatives
- Call center agents and team leads
- Frontline staff (retail, hospitality, healthcare, etc)
- Sales support and client relations team
- Anyone involved in face-to-face or virtual customer interactions

## Learning Outcomes

By the end of the program, participants will be able to:

- Understand the fundamentals of NLP and how it applies to customer service
- Build instant rapport with customers using verbal and non-verbal NLP techniques
- Apply active listening and questioning skills to uncover customer needs
- Manage difficult or emotional customer interactions calmly and effectively
- Use language patterns to influence and convert conversations into positive outcomes
- Develop greater self-awareness and emotional control during service delivery

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<https://forms.office.com/r/UsaDckzBwD>

**For more information, please contact:**



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## Course Structure

<b>Module 1</b> Understanding NLP for Customer Service	9.00 – 10.30	<ul style="list-style-type: none"> <li>What is NLP?</li> <li>How the brain processes communication</li> <li>Customer mindsets and expectations</li> </ul>
Tea Break (10.30 – 10.45)		
<b>Module 3</b> Building Rapport with NLP	10.45 – 12.30	<ul style="list-style-type: none"> <li>Mirroring &amp; matching</li> <li>NLP representational systems</li> <li>Creating trust quickly through verbal and body language</li> </ul>
Lunch Break (12.30 – 13.30)		
<b>Module 4</b> Active Listening & Effective Questioning	13.30 – 14.30	<ul style="list-style-type: none"> <li>NLP listening filters</li> <li>Asking the right questions</li> <li>Shaping conversations around needs</li> </ul>
<b>Module 5</b> Managing Difficult Conversations	14.30 – 15.30	<ul style="list-style-type: none"> <li>NLP reframing techniques</li> <li>Emotional triggers &amp; responses</li> <li>Maintaining calm under pressure</li> </ul>
Tea Break (15.30 – 15.45)		
<b>Module 6</b> Influencing and Converting Customers	15.45 – 16.45	<ul style="list-style-type: none"> <li>Language of persuasion</li> <li>Anchoring positivity</li> <li>Closing techniques using NLP</li> </ul>
<b>Module 6</b> Wrap up	16.45 – 17.00	<ul style="list-style-type: none"> <li>Q&amp;A</li> <li>Action Planning</li> </ul>

## Trainer Profile



Ms. Chong Wan Ling is a highly experienced professional with a rich background spanning more than 13 years in the higher education industry. Passionate in both academia and business development, she is dedicated to leveraging her expertise to make a positive impact on society by providing top-quality education and fostering opportunities to all learners.

Her expertise extends to business development, where she has successfully identified and pursued opportunities for growth and expansion. Her strategic planning and collaborative approach have resulted in the establishment of new partnerships and initiative to enhance the organization's market presence. Her extensive experience also encompasses training, where she has excelled in developing and delivering impactful training programmes tailored to the unique needs of diverse audiences.

With a keen understanding of the importance of continuous learning and professional development, Ms. Chong has played a pivotal role in designing and implementing training initiatives aimed at enhancing the skills and capabilities of staff and leaders alike. Her innovative approach to training delivery ensures that participants are actively engaged and equipped with practical skills that can be applied in real-world scenarios.

