



TIMELY  
RESPONSE




EVERY  
day is  
CUSTOMER  
day



SERVICE  
with a



A  customer is a   customer

REWARD  
the customer



# CUSTOMER SERVICE

Value the  
customer's  
**OPINION**



Deal EFFICIENTLY  
  
with CUSTOMERS



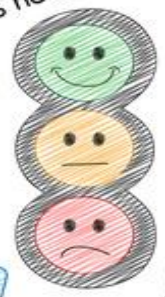
LISTENING  
to the  
CUSTOMER



How may I  
help you?



Is he or she



## BTS

Training & Consultancy



### Customer Relations Development Skills



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# Customer Relations and Business Development Skills

## Introduction:

Business Development and Customer Relations are a business language that every technical manager should be able to understand as a minimum and speak as an ideal. The aim of this course is to provide a broad introduction to understand what Customer Relations and business development really mean; how simple activities and planning can have a profound effect on the way you do business; and to generate a level of confidence in proactively marketing and growing a client base without a total reliance on proposals and a member of the marketing team.

## Who Should Attend?

- Managers
- Administrators
- Supervisors
- Accounts , Sales & Marketing Professionals
- Anyone who is or will be responsible for Planning or develop plans

## Methodology

This interactive Training will be highly interactive, with opportunities to advance your opinions and ideas and will include;

- Lectures
- Workshop & Work Presentation
- Case Studies and Practical Exercise
- Videos and General Discussions

## Certificate

BTS attendance certificate will be issued to all attendees completing minimum of 80% of the total course duration.

## Course Objectives:

**By the end of this course, delegates will be able to:**

- The functions of business development and Customer Relations, how they differ, how they relate and their strategic fit
- Key marketing tools and channels, including top level marketing concepts such as brand, the marketing plan and the marketing mix
- Understand the systematically develop an opportunity pipeline and use it to convert leads into opportunities
- When not to bid on an opportunity
- Ensure proposals are aligned with business development objectives to maximize new client acquisition
- Design effective marketing and client relationship plans to support business development activities
- Appreciate the importance of stakeholder relationships and networking and put them to work immediately
- Learn the importance of tracking relationship management

## Course Outline:

### **DAY 1:**

- What is today about?
- Why have we come?
- What do we expect?
- What have we learned so far?
- What will we go home with today?
- Why do we need this course?

- A few major marketing terms explained

#### **DAY 2:**

- Brand
- Elevator speech:
- The Marketing Mix
- A few major business development terms explained
- Opportunity tracking
- Pipeline
- Cross selling
- Relationship Management

#### **DAY 3:**

- Why is a Go/No Go important?
- What should move and when?
- Do we know what chance of winning we have?
- When do we NOT bid?
- Why is networking important?
- How do we network effectively
- Proposal management
- Using technology
- Communication methodologies - understanding the importance of face to face

#### **DAY 4:**

- Define customer service terminology, concepts, and principles.
- Relate the importance of Customer Service.
- Define external and internal customers.
- Explain why employee satisfaction equals customer satisfaction.
- Understand the difference between emotional and informational responsiveness.
- Writing a client relationship plan

## **DAY 5:**

- Illustrate positive and negative attitudes and mind-sets.
- Articulate how to get customers beyond mere satisfaction and develop customer loyalty.
- Respond to difficult customers and coworkers with appropriate communication styles.
- Model appropriate customer service skills in the community and workplace.