



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 Relationship Management



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# Customer Relationship Management

## Introduction:

Customer Relationship Management training course examines the new CRM approach and whilst recognising these key elements still need to be addressed it reflects the need to create an integrated cross-functional focus - one which emphasises retaining as well as winning customers; thus, the focus is shifting from customer acquisition to customer retention and towards ensuring appropriate amounts of time, money and managerial resources are directed at both of these key tasks.

## 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:**

- Understanding the customer relationship management
- Understand how to Looking at customers.
- Understanding the managing the customer.
- Understanding the Standards, Measuring and continuous improvement in CRM.
- Understanding the negotiating with customers.
- Being familiar with the conducting successful meetings with your customers.

## Course Outline:

### **DAY 1**

#### **What is Customer Relationship Management?**

- Why focus on relationships?
- How does CRM impact the organization?
- Why does the organization need CRM?
- Customer Relationship Management as a product
- Customer Relationship Management as a process

#### **Looking At Customers**

- Identifying your customer
- Internal customers
- External customers

- Why do we need customers?
- Customer expectations
- Integrating the customer
- Generating a customer focused solution

## **DAY 2**

### **Managing and Measuring the Customer Relationship Management**

- Why manage customers?
- Customer value
- Hierarchy of service
- Information vs. knowledge
- Customer and culture
- Characteristics of excellent CRM
- Measuring customer service
- Problems in CRM
- Continuous improvement in CRM

### **CRM as a Business Process, Communication and People**

- Opening doors
- Conducting meetings
- Developing the relationship
- Communication as a CRM activity
- People and CRM
- Body language

## **DAY 3**

### **Negotiating with Customers**

- Identify and negotiate the best deal/outcome possible
- Understand the key skills and processes necessary for successful negotiation
- Recognise the different approaches to the negotiating process

- Identify, develop and employ interpersonal skills
- Work on individual strengths and weaknesses
- Develop flexibility
- Develop successful strategies
- One-to-one and team-to-team negotiation

### **Clarity in Meeting Preparation**

- Creating meeting objectives that are clear and specific
- Setting an agenda
- Structuring the agenda - where to place the least and most important items
- How to lobby for support
- Collecting appropriate data from interested parties
- Briefing minute takers and guest speakers

## **DAY 4**

### **Lead an Effective Meeting**

- Personal qualities of meeting leaders
- Creating an atmosphere where all participants will be able to contribute
- Keep focused on the agenda and prevent the introduction of irrelevant issues
- Controlling time wasting and disruptive influences
- Forging an environment for open discussion
- Formulating agreement from a variety of views
- Guidelines for running short meetings

### **Controlling the Meeting**

- Taking a lead in the meeting
- Ensuring everyone is aware of/agrees what is to be talked about
- Ensuring relevant topics are covered
- Summarising and agreeing action points

## **DAY 5**

### **Action Points and Endings**

- Tips for making clear decisions
- Gaining commitment through the delegation of action points
- How to prevent the meeting drifting on
- Learning to end with a focus on the future

### **Panic Free Presentations and Dynamic Delivery - Adding Variety**

- The power of good preparation
- Planning and contingencies
- Content: distinguishing between information and data
- Energy: how to channel nervous energy to positive ends
- Choosing the best available information
- Maintaining interest - keeping the audience
- Stimulating curiosity - the key to motivation