

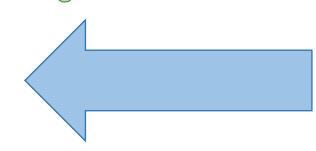


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Customer Relationship Management



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