



## Customer Relationship Management

# Course Description:

- Customer Relationship Management training course examines the new CRM approach and whilst recognizing these key elements still need to be addressed it reflects the need to create an integrated cross-functional focus - one which emphasizes 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 key tasks.

# Course Objective:

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

- Understanding the customer relationship management
- Understand how to Look 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.

## **Who should attend :**

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

## Training Methods:

**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

# 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

# Course outline

## 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

# Course outline

## DAY 3

### **Negotiating with Customers**

- Identify and negotiate the best deal/outcome possible.
- Understand the key skills and processes necessary for successful negotiation.
- Recognize 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

# Course outline

## 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.
- Summarizing and agreeing action points.

# Course outline

## 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