

Customer Relationship Management Training

In fiercely competitive markets where products and services are similar, putting the customer first is a sensible strategy for building the business. This Customer Relationship Management training course is very participative and gets delegates to address CRM issues in a practical way that clarifies the relationship between customer care and overall business strategy.

Objective

The aims of our Customer Relationship Management training course are to teach you how:

- To understand your role in achieving good customer relationship management with a customer and/or stakeholders
- To understand the key skills needed to carry out successful customer relationship management, in order to build more productive & mutually rewarding relationships with customers and/or stakeholders
- To be able to identify and respond to customers & stakeholders needs, expectations & issues that both meet their needs and protects the interests of your organisation
- To understand the skills to communicate with and influence customers & stakeholders

Details

Duration: 1 Day

Who is this course for

Anybody who wants to beat the competition by developing strong relationships with customers and ensuring they never want to look elsewhere.

Course Content

Customer Relationship Management

- What is CRM?
- Why organisations undertake CRM
- Features of good CRM

The Customer Relationship Management Role

- Your role and responsibilities in customer & stakeholder relationship management
- Building relationships with customers & stakeholders

Managing Your Customers' Needs & Expectations

- Understanding customer's & stakeholder's needs & expectations
- The four basic needs of customers, and how to identify them
- The moments of truth with customers & stakeholders – the 4 P's
- Understanding what your customers & stakeholders expect of you and your organisation, and managing customer & stakeholder expectations

Communication

- Communication skills of effective CRM providers
- Building relationships with customers & stakeholders
- Identifying and using non-verbal communication
- Identifying customers & stakeholders preferred communication styles, and adapting your communication style to influence them

Active Listening & Questioning Skills

- Use of questioning techniques to understand, establish & re-establish customer & stakeholder needs
- Objectives – Expectations - Motivations
- Developing empathetic relationships as a tool for effective influence