Tel +44 20 4571 2395
info@siliconbeachtraining.co.uk

What is Customer Relationship Management Training?

Putting the customer first is one of the most valuable strategies for building a business, hence the need for sales and customer services training courses.

Satisfied customers become repeat customers and often increase their spend; they are also the best source of word-of-mouth referrals. There is no better salesperson than a loyal customer.

On our Customer Relationship Management training course you will learn how to refocus your business to concentrate on your customers to build long lasting relationships that allow you to beat the competition.

This is an interactive workshop and the learning methods will include:

- Inputs
- Exercises
- Group Activities & Discussions
- Handouts

Some of these exercises will be workshop bases, whilst other exercises will use particular aspects of the delegates work situations.

We arrange our Customer Relationship Management courses on a private basis to suit your business goals. Call us on +44 (0)1273 622272 to discuss your needs.

Course Objectives

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

Tel +44 20 4571 2395
info@siliconbeachtraining.co.uk

- 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

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.