

# CUSTOMER RELATIONSHIP MANAGEMENT



**SM106**  
**Sales & Marketing**

**COURSE TITLE****CUSTOMER RELATIONSHIP MANAGEMENT****COURSE DATE/VENUE**

16 - 20 August, 2020

Doha, Qatar

**COURSE REFERENCE**

SM106

**COURSE DURATION**

05 Days

**DISCIPLINE**

Sales & Marketing

**COURSE INTRODUCTION**

Relationship management and after sale service have been found responsible for today's businesses' success in maintaining and expanding clientele base. It is the psychology of support and confidence that make a customer to stay loyal or look for the ultimate exist door.

This workshop takes full interest in getting managers to get the right customer service and the overwhelming mindset of business excellence into their daily practice. It is a give and take customer relationship and as much as customer believes that he can rely on your warranties, product quality, and your continuous support and after sale service, as much as you would win his loyalty and guarantee his on-going lucrative business.

Organization's effectiveness is measured by their ability to supply their customer needs and wants efficiently. But how the organization can achieve excellent customer service is a key issue to sustain competitive business environment. This workshop aims to bring professional, high-level customer service concepts into common ground with front-line services by offering a unique improvement tool to help those delivering services and put their customers at the core of what they do.

This course is also designed to enrich and update the knowledge and skills of the participants for achieving excellent customer relations and applying world-class strategies and tactics to keep track of the changing customer needs.

## **COURSE OBJECTIVE**

- Articulate why Customer Relationship Management (CRM) is essential for attracting, retaining and growing loyal customers.
- Determine the uses and objectives of a CRM system.
- Recognize best practices in implementing a CRM strategy.
- Apply CRM for improving marketing, sales, customer service, and customer contact.
- Use Social CRM to drive collaboration among salespeople to increase their effectiveness.
- Appreciate different approaches to CRM that are best suited to their organizations' culture

## **COURSE AUDIENCE**

This workshop is designed especially for supervisors, and managers responsible for applying CRM and wish to explore CRM methods and applications.

## **COURSE CONTENT**

### **Definitions of CRM**

- Defining CRM and its Importance to Companies
- Customer Loyalty and Optimizing Customer Experience
- The Life Time Value of a Customer
- CRM Mistakes and Blind Spots
- The Difficulties of CRM

### **CRM in Marketing**

- Relationship and One-to-One Marketing
- Cross Selling and Up-Selling
- Customer Retention and Profitability
- Customer and Business Value
- Customer Relationship Management Training for Marketers
- Sample of Software Applications in the Market

## **CRM and Customer Service**

- Call Center and Customer Care
- Customer Satisfaction Measurement
- Customer Service Checklist for Success
- Customer Service Training
- Tools and Applications for Customer Service

## **Sales Force Automation**

- Activity, Contact and Lead Management
- Knowledge Management
- Business Training for Sales Force
- Exposure to Applications for Sales Force Automation

## **Planning CRM Programs**

- Developing a CRM Strategy
- CRM Business Plan
- Cost Justifying CRM
- Choosing CRM Tools and Suppliers
- Customer Relationship Management Software

## **Managing a CRM Project**

- Implementation Checklist
- CRM Roadblocks and Saboteurs
- Looking toward the Future
- CRM Training Program and Customer Loyalty
- The New Rules of Marketing and PR

## **COURSE CERTIFICATE**

**TRAINIT ACADEMY** will award an internationally recognized certificate(s) for each delegate on completion of training.

## **COURSE FEES**

\$4,400 per Delegate. This rate includes participant's manual, Hand-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

## **COURSE METHODOLOGY**

The training course will be highly participatory and the course leader will present, guide and facilitate learning, using a range of methods including formal presentation, discussions, sector-specific case studies and exercises. Above all, the course leader will make extensive use of real-life case examples in which he has been personally involved. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Case studies & Practical Exercises
- 10% Role Play
- 10% Videos, Software or Simulators (as applicable) & General Discussions

