

Customer Relationship Management

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Address
PO Box 25334
Monument Park
0105
South Africa

Head Office & Training
1001 Clifton Avenue
Lyttelton Manor
Centurion
South Africa

Tel: 0861-11-1680
Fax: 0866-838-922
e-mail: sales@acctech.biz
Web: www.acctech.biz



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Customer Relationship Management

Course description

Customer relationship management allows you to meet and exceed your customers' expectations.

Course duration

This course is scheduled for two (2) days from 9:00 till 16:00.

Target audience

All employees who are involved in dealing competitively with corporate and other clients. Group size 6-10.

Course objectives

- To enable participants to understand CRM and its benefits
- To assist participants in managing contacts, leads, and opportunities
- To integrate information in marketing, customer support, service, accounts, and management
- To develop strategies for optimum interaction between the organisation and the customer
- To improve individual and group performance through building better business relationships

Course benefits

- **PRACTICAL** - this programme provides a background to CRM, allowing you to establish and maintain productive and profitable relationships with customers and maximise customer value. Avoid omissions and duplication, which reduce efficiency. You can improve the quality and value of your interactions with your customers by having all the information that you need at your disposal.
- **PEOPLE FOCUSED** - this programme recognises that interpersonal relationships are the key to optimising profitability and that the use of appropriate CRM software is a key element in providing accurate and up-to-date information to those who interact with customers in any way and at any level.
- **APPROPRIATE** - you will learn to evaluate the transactions between your organisation and its corporate customers and optimise the use of contacts, leads, opportunities and other factors. This will allow you to meet and exceed your customers' expectations, thus optimising customer value. You will learn strategies for use in a wide variety of situations including management, leadership, sales, marketing, customer service, and accounts.
- **RESULTS** - through this programme you will learn to manage and improve your customer relationships, thereby reducing interpersonal and inter-departmental conflict and improving results.

Who should attend?

Anyone in business or government that needs proficiency in written communication.

Topics covered

- Understanding CRM - what it is, and what it isn't
- Establishing relationships with customers that are professional and productive
- Understanding marketing, intelligence, sales, and relationships
- Maximising customer value
- Finding your champions
- Assessing and defining customer needs on an ongoing basis
- Managing your relationships internally and externally



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