

# **BUILDING STRONG CUSTOMER RELATIONSHIPS GAINING EMPLOYEE COMMITMENT**

**DURATION – 2 DAYS**

The ability to handle a variety of customer situations and issues is KEY to EXCEL in Business-to-Business relationships; As such, organizations need individuals with the right **Customer Relationship Management Skills** to meet these demands.

Choose to **Invest Two Days** & you'll learn how practicing effective CRM can not only **transform the participant** but also **improve the company's bottom line** by helping participants expand and retain their VALUABLE CUSTOMER BASE!!!

## **ABOUT THE PROGRAM**

**Building STRONG CUSTOMER RELATIONSHIP** is a TWO DAY Interactive Program designed to provide the participants a HANDS-ON APPROACH on how to establish effective customer relationships.

If YOU deal with customers either face-to-face/phone or you're the point of contact between customers and the organization, you stand to benefit immensely from this program!!!

## **PROGRAM OVERVIEW**

**SESSION 1 - ICE-BREAKING : INTRODUCTION & EMOTIONAL QUOTIENT(EQ) AUDIT**

**SESSION 2 - APPRECIATING CUSTOMER RELATIONSHIP MANAGEMENT(CRM) FRAMEWORK**

- Anatomy of CRM | Stages in CRM : Ice-breaking to Closing a Deal & Getting a Referral
- Basis of Building Relationships : Short-Term Vs Long-term

**SESSION 3 - KEY COMMUNICATION SKILLS FOR EFFECTIVE CRM**

- Listening when the Customer Speaks | Speaking what will Make Sense to him
- Being aware of 'Clues' and 'Cues'
- **Etiquettes and tone of e-mail and other Business Writings**

**SESSION 4 - BUILDING CUSTOMER RELATIONSHIP FOUNDATION**

- Understanding Business, Context and Needs | Empathy and Trust
- Making Realistic Commitments and Delivering
- Operating on a Win-Win Paradigm
- **Delivering Value – NOT Product or Services**

**SESSION 5 - HANDLING MOMENTS OF TRUTH**

- Handling Customer Requests
- Handling Difficult, Demanding and Complaining Customers

**SESSION 6 - VALEDICTION**

## **WHO WILL BENEFIT FROM THIS COURSE**

Supervisors, Middle Level/Senior Managers, Sales Staff, Business Development Staff, Account Managers, Consultants, IT Professionals (interacting with clients)

## **PROGRAM OUTCOME**

At the end of the program the participants will be able to –:

- ◆ Assess Relationships with existing customers & identify how Customers feel about them
- ◆ Enhance Existing Customer Service Skills and Develop new techniques to improve Customers' Experience
- ◆ Understand your OWN IMPACT on customers and Identify ways to improve it.