

**Training Title**



**CUSTOMER RELATIONSHIP MANAGEMENT (ILM Recognised Certification Training)**

**Training Duration**

**5days**

**Program hours:- 5 days X 6 hours per day**

**Total hours – 30 Hours**

**Training Date (Options)**

REF ILM004	Customer Relationship Management	5	11-15 March	\$4,250	Dubai, UAE
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**In any of the 5 star hotel. Exact venue will be informed later.**

**Training Fees**

- **4,250US\$ per participant for Public Training includes Materials/Handouts, tea/coffee breaks, refreshments & Buffet Lunch**

**Training Certificate**



**Institute of Leadership Management (ILM) Recognised Certificate will be issued to all participants who successfully attend and pass the Post Assessment Tests.**

**Define Management Consultancy & Training Certificate of course completion will be issued to all attendees.**

**Outline**

**COURSE OBJECTIVES**

- **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**

**TRAINING METHODOLOGY**

**A highly interactive combination of lecture and discussion sessions will be managed to maximize the amount and quality of information, knowledge and experience transfer. The sessions will start by raising the most relevant questions, and motivate everybody finding the right answers. The attendants will also be encouraged to raise more of their own questions and to share developing the right answers using their own analysis and**

experience.

All attendees receive a course manual as a reference.

This interactive training workshop includes the following training methodologies

30% Lectures

30% Workshops and work presentation

20% Group Work & Practical Exercises

20% Videos & General Discussions

### COURSE TOPICS

#### 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

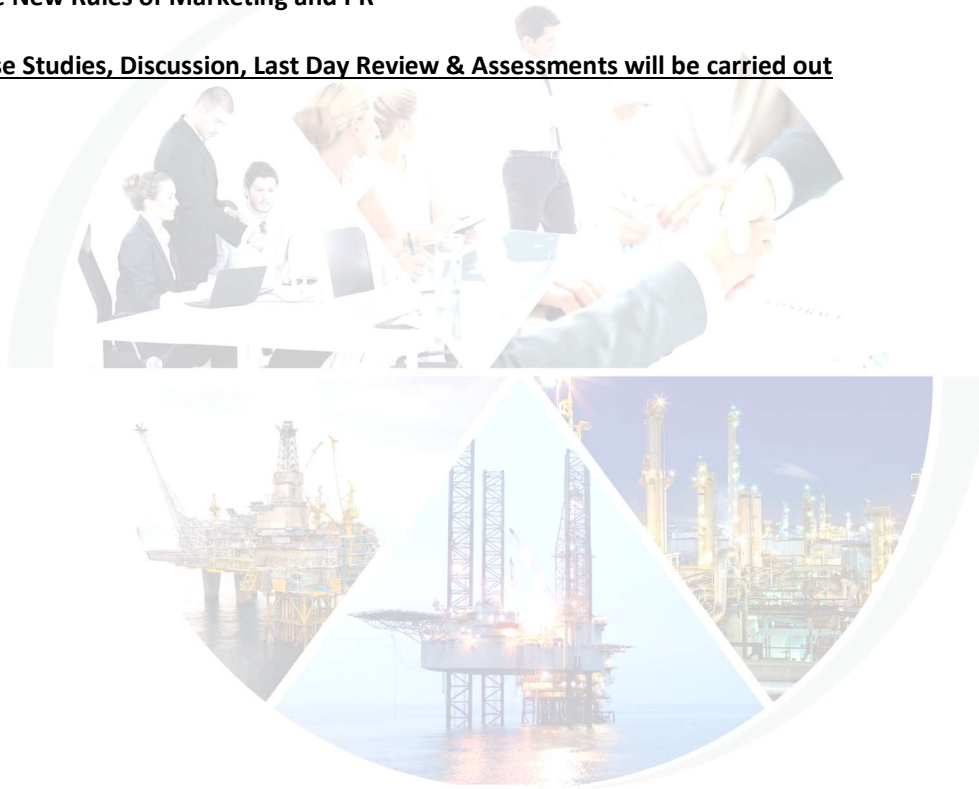
#### Planning CRM Programs

- 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

Case Studies, Discussion, Last Day Review & Assessments will be carried out



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