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PHOENIX TS

Customer Relationships Training

BONUS! Cyber Phoenix Subscription Included: All Phoenix TS students receive complimentary ninety (90) day access to the Cyber Phoenix learning platform, which hosts hundreds of expert asynchronous training courses in Cybersecurity, IT, Soft Skills, and Management and more!

Course Overview

Phoenix TS' Customer Relationship instructor-led course introduces the different facets of Customer Relationship Management (CRM) applicable in Federal Workspaces. This training will address:

- Working through the benefits of CRM
- Analyze the different components of a CRM plan
- Describe how customer relationship management can provide value for organizations and customers

Schedule

Currently, there are no public classes scheduled. Please contact a Phoenix TS Training Consultant to discuss hosting a private class at 301-258-8200.

Course Outline

Overview

- Introductions
- Objectives



PhoenixTS

301-258-8200 | Sales@PhoenixTS.com | www.PhoenixTS.com

Customer Relationship Management (CRM)

- CRM in your everyday life
- What's in it for me?

What CRM Is and Who It Serves

- Different faces of CRM
- Who is the customer

Checklist for Success

- Evaluation metrics
- Privacy issues

Requirement Driven Product Selection

- Requirement driven product selection
- Determining function

Considerations in Tool Selection

- What's your function in the field
- Getting information in and out

Strategies for Customer Retention

- Getting more for your core
- Customer scenarios

Building the Future

- Roadblocks
- Selling CRM

Homegrown vs. Application Service Provider

- A broad look
- Close up

The Development Team

- Required members
- Optional members

Evaluating and Reviewing Your Program

- Customer profiles
- Customer lifecycles
- Evaluating and reviewing CRM

Wrapping Up

- Personal action plan
- Recommended reading list
- Evaluation

Customer Relations Training FAQ

Who should take the Customer Relations Training course?

This course is intended for:

- Managers
- Supervisors
- Team Members

Is experience require to attend Customer Relations Training?

There are no prerequisites or experience required to take this training course.

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Phoenix TS is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints re-garding registered sponsors may be submitted to the National Registry of CPE Sponsors through its web site: www.nasbaregistry.org

Starting at **\$1,495**

ATTENTION

For GSA pricing or Contractor quotes call
301-258-8200 - Option 4

GSA



Price Match Guarantee

We'll match any competitor's price quote. Call us at 240-667-7757.

Included in this **Customer Relationships Training**

- 2 days instructor-led training
- Customer Relationships Training training book
- Notepad, pen and highlighter
- Variety of bagels, fruits, doughnuts and cereal available at the start of class*
- Tea, coffee and soda available throughout the day*
- Freshly baked cookies every afternoon*