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PHOENIX TS

Customer Relationships Training

Course Overview

Our 2-day, instructor-led Customer Relationships Training course introduces the different facets of Customer Relationship Management (CRM). This training will address:

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

Course Outline

Overview

- Introductions
- Objectives

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.

Starting at **\$1,495**

ATTENTION

For GSA pricing or Contractor quotes call
[240.667.7757](tel:240.667.7757)

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*