

[View Full Course Details including Latest Schedule Online](#)

PHOENIX TS

# Customer Relationships Training

**Due to Covid-19 safety restrictions** PhoenixTS will temporarily be unable to provide food to our students who attend class at our Training Center; however, our Break Areas are **currently open** where students will find a constant supply of Coffee, Tea and Water. Students may bring their own lunch and snacks to eat in our breakrooms or at their seat in the classroom or eat out at one of the many nearby restaurants.

## 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.

**Due to Covid-19 safety restrictions** PhoenixTS will temporarily be unable to provide food to our students who attend class at our Training Center; however, our Break Areas are **currently open** where students will find a constant supply of Coffee, Tea and Water. Students may bring their own lunch and snacks to eat in our breakrooms or at their seat in the classroom or eat out at one of the many nearby restaurants.

Starting at **\$1,495**

### **ATTENTION**

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



### 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\*