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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

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

DATE	LOCATION	
8/04/22 - 8/05/22 (2 days) 8:30AM - 4:30PM	Tysons Corner, VA Open	Contact Us
8/11/22 - 8/12/22 (2 days) 8:30AM - 4:30PM	Live Online Open	Contact Us
8/11/22 - 8/12/22 (2 days) 8:30AM - 4:30PM	Columbia, MD Open	Contact Us
10/06/22 - 10/07/22 (2 days) 8:30AM - 4:30PM	Tysons Corner, VA Open	Contact Us
10/13/22 - 10/14/22 (2 days) 8:30AM - 4:30PM	Live Online Open	Contact Us



DATE	LOCATION	
10/13/22 - 10/14/22 (2 days) 8:30AM - 4:30PM	Columbia, MD Open	Contact Us
12/01/22 - 12/02/22 (2 days) 8:30AM - 4:30PM	Tysons Corner, VA Open	Contact Us
12/08/22 - 12/09/22 (2 days) 8:30AM - 4:30PM	Live Online Open	Contact Us
12/08/22 - 12/09/22 (2 days) 8:30AM - 4:30PM	Columbia, MD Open	Contact Us
1/11/23 - 1/12/23 (2 days) 8:30AM - 4:30PM	Tysons Corner, VA Open	Contact Us
1/18/23 - 1/19/23 (2 days) 8:30AM - 4:30PM	Live Online Open	Contact Us
1/18/23 - 1/19/23 (2 days) 8:30AM - 4:30PM	Columbia, MD Open	Contact Us
2/08/23 - 2/09/23 (2 days) 8:30AM - 4:30PM	Tysons Corner, VA Open	Contact Us
2/15/23 - 2/16/23 (2 days) 8:30AM - 4:30PM	Live Online Open	Contact Us
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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.

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PhoenixTS

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

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*



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◦ Freshly baked cookies every afternoon*