



CLIENT RELATIONSHIP MANAGEMENT

Sample Course Overview:

The Client Relationship Management program focuses on retaining business and is designed to up-skill individuals to improve service levels of organisations operating in competitive markets. It's about improving the quality of client visits/interaction to a level where clients perceive your product or service to be of 'high value'

From a sales perspective it cost six times more to generate new business than it does to retain it. This program is about reducing the revolving door syndrome and protecting the back end of the business to improve bottom line.

For service orientated organisations such as government agencies for example, where clients have no choice but to use their services, this program focuses on changing poor perceptions and creating perceived value for the client.

The Client Relationship Management program is particularly effective when implementing a cultural change initiative within an organisation.

Sample Learning Outcomes:

At the end of this course, participants will have...

- A basic understanding of Emotional Intelligence and how emotional intelligence contributes to achieving excellence
- Explored the fundamentals of thinking strategically to expand their thinking about creating value to clients
- Demonstrated skills in opening, advancing and closing discussions with clients to maximise efficiency and productivity.
- Demonstrate Fundamental Servicing Skills of connecting, engaging, questioning and confirming in a discussion to explore needs and build a case for action.
- Develop a questioning strategy to identify the context in which the client is operating and to ensure the client identifies problems; refines overall needs; identifies criteria for solution and heightens urgency to take action.

Participants will examine the following key issues and more:

- Understanding yourself through the Emotional Intelligence Framework
- Know your business, clients and their business
- Client profiling to determine value orientation
- Skills in developing relationships and partnerships
- Planning and preparation to maximise success of visit/interaction
- Developing 'High Value; Questioning Strategies to gain high value information

Target Audience:

This course is designed for account managers and is particularly effective for individuals making face to face visits with clients. It is adaptable for anyone responsible for maintaining strong relationships with their clients

Delivery Mode:

Face to face group based facilitation

Course Duration:

The program is very interactive, running over a jam packed two days.