

## Building Great Customer Relationships

Principles, solutions, and ideas for effective customer relationship management



*“I think we're having fun. I think our customers really like our products. And we're always trying to do better.”*

**Steve Jobs**

### Master your customer relationship challenges!

As managers who comes into contact on a regular basis with business customers, you need to build, manage and maintain the relationship between the organisation and these customers. Successful organisations build meaningful relationships by determining mutually satisfying goals between an organisation and its partners, by establishing and maintaining rapport and by producing positive feelings between them. At this workshop, you will learn how YOU can have a major impact by shifting the focus from product to customer, by streamlining the offer to what the customer requires (not what the organisation can make) and by developing those personal competencies required for an effective CRM process.

### Training especially designed for:

- Managers and business professionals who have both external and internal customers and clients.
- Guide group size and programme length: perfect for groups of 8 in 3 days.

### Learning objectives:

- Understand why good customer relationships are essential: find out how they can grow the business.
- Develop your ability to identify customer needs: people, systems, processes, etc - and to implement strategies to meet them.
- Maximise your flexibility in dealing with “Moments of Truth”.
- Focus on the skills needed to build relationships: develop essential core communication competencies.

### Try - Test - Adapt - Apply!

- Simulate real-life scenarios using role-play.
- Go into the “Fish Bowl” and experiment with techniques to build rapport.
- Analyse your style by seeing yourself in action on video.
- Receive feedback from your peers and your coach.
- Apply useful tools out of the training box.
- Track your progress using the “Learning Log” and adapt learning to optimise individual performance.

### A participant's perspective:

*“Simple, practical and interactive. In the future, I will pay more attention to the precise language I use whenever I have to ask my customers questions.”*