


Relationship Management Workshop

Overview

Successful organisations are built on strong customer relationships. These customer relationships are created by trained relationship managers who are able to build trusting customer relationships while balancing sales and service to achieve the organisation's sales goals. There is no doubt therefore that Relationship Management is the key to Increasing sales.

Based on global best practices in relationship management training, the Workshop provides your employees with the knowledge and skills they need to maximize customer relationship and achieve the organisation's goal.

Workshop Objectives

At the end of this Workshop, participants will be able to:

- strategically align organizational structures to build profitable customer relationships
- cross-sell the different products and services of the institution
- develop and implement a more “customer-centric” organization as an integral part of corporate strategy;
- develop creative solutions for existing customers and pursue new profitable customer acquisition opportunities;
- make communications efficient;
- improve customer service and experience; and
- monitor and report results using a customer-oriented approach.

Target Audience

Middle Level Managers, Relationship Managers, Team Leads

Investment Fee: \$1,295 per participant. (Group rate available)

Duration: 3 days



Outline

- Overview of the Relationship Management Process
 - Key imperatives to successful relationship management
 - o Roles and Responsibilities of Relationship Managers
 - Knowledge and expertise
 - o Products and Services
 - o Effective Customer Profiling for Results
 - o Communicating with Customers
 - o Building Trust - The Relationship Manager as the Trusted Advisor
- Sales Management
 - o Sales channel strategies & management
 - o Consultative and Solution Selling
 - o Transaction-driven approach VS Customer-oriented approach
 - o Cross selling, up selling and monitoring results
- Service for Customer Value Maximization
 - o Understanding customer needs
 - o The role of customer expectations
 - o Managing Customer Satisfaction
 - o Customer satisfaction and loyalty
 - o Linking satisfaction to business results
 - o Customer satisfaction survey
- Negotiation & Influence Skills for Relationship Managers
 - o Focusing on key professional profiles in a transaction
- Building effective and profitable long-term relationships with customers
 - o Proximity to customers: the importance of a network
- CRM - Implementing a solid and successful system

