



## Customer Relationship Management System – CRM System Training

### Description

#### Introduction

**This program is designed for:**

Relationship managers, marketing managers, sales and customer care managers and supervisors, and senior sales and customer service staff.

#### Objectives

- Articulate why Customer Relationship Management (CRM) is essential for attracting, retaining and growing loyal customers.
- Determine the uses and objectives of a CRM system.
- Recognize best practices in implementing a CRM strategy.
- Apply CRM for improving marketing, sales, customer service, and customer contact.
- Use social CRM to drive collaboration among salespeople to increase their effectiveness.
- Appreciate different approaches to CRM that are best suited to their organizations' culture.

#### Content

##### Definitions of CRM

- Defining CRM and its Importance to Companies
- Customer Loyalty and Optimizing Customer Experience
- The Life Time Value of a Customer
- CRM Mistakes and Blind Spots
- The Difficulties of CRM

##### CRM in Marketing

- Relationship and One-to-One Marketing
- Cross Selling and Up-Selling

- Customer Retention and Profitability
- Customer and Business Value
- Customer Relationship Management Training for Marketers
- Sample of Software Applications in the Market

## **CRM and Customer Service**

- Call Center and Customer Care
- Customer Satisfaction Measurement
- Customer Service Checklist for Success
- Customer Service Training
- Tools and Applications for Customer Service

## **Sales Force Automation**

- Activity, Contact and Lead Management
- Knowledge Management
- Business Training for Sales Force
- Exposure to Applications for Sales Force Automation

## **Planning CRM Programs**

- Developing a CRM Strategy
- CRM Business Plan
- Cost Justifying CRM
- Choosing CRM Tools and Suppliers
- Customer Relationship Management Software

## **Managing a CRM Project**

- Implementation Checklist
- CRM Roadblocks and Saboteurs
- Looking toward the Future
- CRM Training Program and Customer Loyalty
- The New Rules of Marketing and PR
- From Social Media to Social CRM