



## Customer Relationship Management

### 1. “River of Life” Introduction

- ✍ Our purpose
- ✍ Current reality (personal & perceptions in the marketplace)
  
- ✍ Current trends
- ✍ The river of life

### 2. The Customer

- ✍ Definition of the word “Customer”
- ✍ Order taking - how to kill customers (video)
- ✍ What is relationship management?
- ✍ The 3 change agents: stop, continue, start
- ✍ When existing customers leave (Customer loss statistics)
- ✍ What do customers deserve?

### 3. The Basic Elements of CRM

- ✍ The four basic elements
- ✍ ASK (attitude definition)
- ✍ Focus on attitude (exercise)
- ✍ Self talk - making decisions
- ✍ Managing for customer care (video)
- ✍ The delight factor, under promise & over deliver
- ✍ 12 secrets of relationship management

### 4. The Customer Chain

- ✍ The customer chain
- ✍ My customer map

### 5. Personality Styles

- ✍ Assertiveness & responsiveness
- ✍ The four styles (identification & practice)
- ✍ Managing interactions with PS

### 6. Building Relationships

- ✍ Relationship marketing (definition)
- ✍ The rules
- ✍ The real reasons people buy & keep buying
- ✍ Relationship selling - video
  - cycle
  - role-play

## 7. Key Account Management

- ✎ Definition & relevance
- ✎ The perception ladder
- ✎ Ham in the sandwich or business partner?
- ✎ The principle of adding value

## 8. Communication Skills

- ✎ Awareness - group exercise in communication
- ✎ What is effective communication? (definition)
- ✎ Listening skills (& self evaluation)
- ✎ Literal communication - group activity in comprehension
- ✎ Body language - The window to our feelings
- ✎ Paralanguage - It's not **what** you say
- ✎ The key to questioning skills (& QS practice)

## 9. Problem Solving

- ✎ Understanding different perspectives
- ✎ Managing upsets - The art of customer awareness
- ✎ Hot under the collar (video)
- ✎ Dangerous opportunities (complaints)
- ✎ The problem solving cycle (& role-play)
- ✎ Lateral thinking skills (games)

## 10. Giving & Taking Criticism

- ✎ Constructive and destructive criticism
- ✎ Giving and taking criticism (video & discussion)
- ✎ The 3 C's & don't JADDARS
- ✎ Ready, Aim, Fire

## 11. Goal Setting, Tracking and Prioritising

- ✎ S.M.A.R.T. action plan
- ✎ S.M.A.R.T. goal setting project
- ✎ The two minute evaluation (the "afterwards" tool)
- ✎ The priority matrix & priority list

## 12. The Motivation to Succeed

- ✎ Born to win - conditioning yourself for success
- ✎ Excellence
- ✎ Programme evaluation
- ✎ Certificate presentation and close
- ✎ Recommended reading