

Training

Customer Relationship Management Half-day and One day



With versions for both in-house and field staff, Customer Relationship Management works through key issues that affect the impression created by your team. The company that is easy to work with and is appreciated by its customers has a competitive advantage. Customer Relationship Management highlights these skills using (tailored) case studies, individual and group exercises and role-plays.

The course outline is as follows:

Creating a good impression

- Body language and its effects (even if we are on the phone)
- What we say and how we say it
- Diagnosing behaviour and adjusting

Getting people to change

- Finding the facts
- Taking ownership of the problem
- Describing what needs to change
- How to request change

Taking criticism

- Ownership
- How to give your views and avoid conflict
- How to protect the company and yourself

Action Planning

- Characteristics of a good action plan
- Presenting the plan in an acceptable way?

The two versions of the course differ mainly in the number of case studies and role-plays. Both versions use material relevant to the participants making the issues directly applicable to Each course is interactive and harnesses the skills each delegate uses on a day-to-day basis and a good opportunity to polish these and add new ones.

Customer Facing Skills

SPT also run a two day Customer Facing Skills course, which goes into greater depth.

For more information
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