

Overcoming Objections and Managing Customer Relationships

Suitable For:

- Anyone in a customer facing role, both internally and externally
- Anyone in a selling role
- Anyone involved in customer Relationship Management (CRM)

Course Content:

- CRM – software or something else?
- Recognising problems in the selling process
- Managing customer objections
- Managing unhappy customers
- Managing relationships
- Becoming a trusted advisor
- Influencing customer thinking and behaviour
- Establishing delivery impact measures
- How to use impact measurement to create strong key account relationships

Aims and Objectives:

- Understanding the principles of Customer Relationship Management (CRM)
- Learn how to overcome customer related problems
- Learn how to influence customer behaviour
- Learn the importance of accurate customer information
- Understand how to keep customers happy.....and coming back

Course Duration:	1 day	Max no. of Delegates:	Max 20
Exam:	No exam	Location:	Stowan Training Centre

Certification	Stowan & Cygnus Consulting Certificate
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