ST-ORC - Client relationship management

Soft skills - Sviluppo organizzativo e Coaching -

Durata:	Lingue:	Certificazione:
2 Giorni	**Italiano**	**-**

Descrizione del corso

Objectives: • Analyzing the vendor’s organization, focusing on everyday activities, procedures and the creation of a point of contact with the client • Making the organization a valid instrument to save time, improve the quality of commercial actions and improve the presence perceived by the customer • Giving an overview of the software used to manage client relationship Audience: Vendors, representatives and those who wish to analyze the importance of client relationship organization.

Programma

Why is organizing the client relationship important?
- How the client sees us
- How the client see our company
- How to make clients remember us
- Do we know our client?
- What does the client know about us?
- Does he know what we can offer?
- What can he ask?

Information and knowledge
- What the vendor knows
- What can he deduce from the information?
- The role of information in the relationship with the client
- Giving and receiving information at the same time
- Customer contact channels:

- what to use
- how to use them
- why it is important to increase them

The activities towards the client
Identifying activities
- Organizing sales activities
- Planning and optimizing sales activities
- Analysis of the current relationship organization
- Growth targets
- Srenghts and weaknesses
- Action plan to improve the relationship organization in the sales process

Time and organization
- The organization: what is its importance?
- Time consuming activities
- The activities that can be made automatic
- Optimizing the time with the client

Organizing the relationship with the client
The information that we have
- How to use the information in the best way
- How to find missing information
- Organization techniques
- Taking advantages of contacts
- Emails as contact tools
- Multiple emails to reach groups of clients
- Customized emails
- Automatic information
- Maintaining the organization

Training the clients
- Improving the relationship
- Making the relationship simple but effective
- Sharing operating modes