

Dates
June 21-23 (Abuja)

Course Ref
EE/M/02

Duration
1 Week

Fee
NGN 49, 500

CLIENT MANAGEMENT

Abuja (Head Office)
Bratim Training Nigeria
Sanusi Dantata House
Cadastral Zone AO
Central Business
District, Abuja Nigeria.
Tel: +234 (0) 9
2732187, 2730646

Kaduna
Old Cultural
Building, Nagwamatse
House,
Ahmadu Bello Way.
Phone: 08030408384

Lagos
29/32 African Church
Street,
Jungle Bus-stop,
Off College Road,
Ogba-Ifako.
Phone: +234 (0)1
4380620, 4720893

Offa
40 Olafa way, Offa.
Kwara State.
Phone: 08027653515,
08030408384

In fiercely competitive markets where products and services are similar, putting your Client first is a sensible strategy for building the business. Satisfied Clients return and tell others. Most businesses intend to provide good service but this is not easy to achieve in practice.

This programme gets delegates to address these issues in a practical way that clarifies the relationship between client Management and overall business strategy. Delegates will be encouraged to build a personal action plan that can be applied to their business.

LEARNING OBJECTIVES

- Identify your Customer niche
- Initiate and implement a Client Management program
- Learn simple practical steps that lead to quality products and excellent service
- Achieve sustainable competitive Advantage through superior client management practices
- Ensure that good Client Management will prevail throughout his/her organization
- Team work in client Management

COURSE CONTENT

- Achieving Sustainable Competitive Advantage Through Superior Client Management
- Backgrounds and Benefits
 - What Customers Expect
 - Why Retaining Customers is Harder Than Ever
- Who Are Your Customers?
- Assessing Your Own Customer Relationship Performance
- The 10 Characteristics of Your Service
- People and Systems

- Using Gap Analysis
- Getting Down to the Detail
- The Common Causes of Failure and How to Avoid Them
- Implementing a Customer Relations Programme
- Planning the Strategy
- Total Management Commitment
- Knowing Your Customers
- Standards of Service
- Staff Requirements
- Keeping it Going
- The CRM Champion
- Motivating People to Care for Customers
- Measuring Customer Satisfaction
- The Problems and The Solutions
- Designing a Customer Satisfaction Survey
- Dealing With Customers Face to Face
- The Essential Skills and Attitudes
- Knowing How to Respond and Handling Complaints
- Deciding What Training Is Needed
- The Importance of Team Work
- Action Planning



Morning Session I
The first session of the day lasts two and half hours

Tea Break
A 30-minute tea break for relaxation, tea and light snacks

Morning Session II
The second session stretches into noon and only last one and half hours

Lunch Break

Afternoon Session
The third and final session lasts two hours

Group Activity
Participants interact in different group tasks



www.bratim.com
info@bratim.com