



CERTIFIED CUSTOMER RELATIONSHIP SPECIALIST [CCRS]

PITMAN

Mirqab-Shuhada Str.-Souk Alsafat-3rd Floor



Learn more.  Do more.

IPM HISTORY:

INSTITUTE OF PROFESSIONAL MANAGERS was created Five years ago as a private initiative designed to offer postgraduate training programs in the field of business administration and senior management in the United Arab Emirates, Qatar, the Arab Republic of Egypt & The launching of a group known professors and experts in the field of training and education in the Middle East IPM Has been established for cooperation with major universities, colleges and business schools and associations specializing in professional certification in the business administration

COURSE DESCRIPTION

Companies e-business prospects are often derailed by poor customer support because companies don't understand the frantic pace of Internet time. Procurement, fulfillment, and post-sale support can be severely crippled by poor communication channels. Customer Relationship explains the circular relationship between suppliers, technology, and customers, which together provide the infrastructure for customer support in an e-business environment.

Relationships with customers has become a critical organizational competency. Get winning strategies for acquiring and retaining customers by leveraging the latest advanced technologies. This course will teach you how to select the right tools for your business-- so it can grow today--and on into the future. Lagging means lost customers, which means damage to the bottom line. But how do you not lag when customers are moving lightning fast to demand constant changes in the speed to complete their transactions? How do you keep your customers when the move to another company is nothing more than a mouse click and a minute away?



BENEFITS OF CLIENT RELATIONSHIP SKILLS TRAINING

- Deepen your understanding of how your clients perceive you
- Create a strategy to build even stronger relationships with your customers
- Build rapport quickly by adapting to meet others' needs
- Handle demanding clients and mutually agree the best solution
- Take away techniques to enable you to network more effectively

WHY ATTEND THIS CRM TRAINING?

How strong are the relationships you have with your clients? What feedback do you get from your customers? The strength of your relationships can make a huge difference to getting new business referrals, to growing the size of client projects, to ensuring projects run smoothly. You can waste a lot of time working on all three areas without the help of those you work with. This practical and business focused course enables you to get greater clarity on what your customers want and what they value about their relationship with you.

WHO IS THIS CUSTOMER RELATIONSHIP COURSE FOR?

This client relationship skills course is for people with some experience in a Relationship/Account Manager or Business Development role. It's perfect for those who want new insights and techniques in building stronger relationships to develop new business, and balancing expectations with multiple accounts.

PROGRAM OUTLINE

Module 1 - Overview of CRM

Module 2 - Developing a Customer Strategy

Module 3 - Customer Lifecycle Management and Lifetime Value

Module 4 - CRM Technology

Module 5 - Operational CRM

Module 6 - Analytical CRM

Module 7 - Collaborative CRM

Module 8 - Building a Business Case for CRM

MDI CERTIFICATE FORMAT:

A framed certificate of completion will be awarded to class members who attend at least 80% of the 40 training hours are granted by Management Development Institute through the College of Business Administration at Missouri State University.

ABOUT IPM EXAMS

IPM COURSES PRE-REQUISITE:

BACHELOR DEGREE IN ANY FIELDS

- 3 Years experience
- Copy of CV
- Copy of university Certificate
- 2 Passport Pictures

FOR NON-BACHELOR HOLDER:

- Copy of CV
- 10 Years of experience

IPM MEMBERSHIP:

- Attend the 40 hours course training
- Pass the course exam

IPM EXAM:

- 40 Multiple Choose Question
- 1 Hour Duration



IMPORTANT NOTE:

Exam fees are included in the course fees, in case the delegate fail in the exam he/she can re-take the exam free of charge, if he/she fail again a fees of 200\$ should be paid, if he/she fail again training course should be re-taken before setting new date for the exam.

