

Managing Customer Relations

Candidates will develop their knowledge and understanding of managing customer relations, such as might be required by a practising or potential middle manager. They will develop the knowledge and understanding to evaluate an organisation's ability to manage and improve customer relations.

Content

- Concept of decision-makers and decision-making units within customer organisations
- Nature of client/customer relations and the role of key account management
- Need for and systems to provide after sales service
- The need for good internal networks to facilitate customer service
- Cognitive dissonance and its impact on current and future business
- Concept of industry sectors and customer segmentation to analyse the market
- Internal and external customers
- Methods to analyse main competitors
- Market pressures – including PESTLE and geographical aspects
- Techniques for identifying and developing new markets and products
- Methods to assess business risk and feasibility of developing activities to satisfy future markets

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| Course length | 1 Day |
| Course cost | £175 per person |
| Certification | This course can be certificated by the Institute of Leadership and Management (ILM) and can count towards a Level 5 Management qualification |
| Contact | Please call 01223 418778 or email training@camre.ac.uk |
