



## Managing Effective Client Relationships (CRM)

Give your team the skills to effectively manage client retention, develop loyalty and maximise opportunities. Be confident that client relationships and profitability are secure...

### Aim:

Successful, forward thinking organisations are increasingly viewing CRM (Customer Relationship Management) as the most effective way to maximise client relationships and prevent penetration by their competitors. Using advanced personal awareness, influencing and communication techniques, this Seminar provides delegates with a) the personal skills to understand, influence and motivate clients leading to successful business growth and b) the ability to build better quality relationships to encourage cross selling and up selling, client retention and repeat business.

### Topics:

The Managing Effective Client Relationships Seminar provides delegates with the skills to:

- Build **strong rapport with clients** to develop trust and responsiveness
- Be **close to the entire client team** – decision makers and influencers
- **Understand your clients** business and **their** strategic objectives
- Develop flexibility of style to **deal with different client personalities**
- Understand the **importance of matching personalities**
- Develop **critical listening skills**
- Identify clients needs and their **'hidden agenda'**
- **Build desire in clients** and your internal client team to move forward together
- **Steer conversations** to an amicable conclusion
- Determine common ground
- Facilitate **high level motivation**
- Move themselves and others to **action**
- **Maximising personal impact**
- Develop an insight into the psychology and **power of personal persuading and influencing**

Managing Effective Client Relationships enhances delegates CRM relationship building, negotiating and people development skills having the effect of increasing excellence in skills and more successful business growth, facilitating key employees in realising their full potential and having happier clients who want to stay.

This is one of ROM's most sought after seminars – delivered at senior management and executive level for those who hold the key to making the future happen.

Clients consistently report the benefits of more clarity of thinking, closer relationships, consistency, control, improved competitive edge, increased business and a high level client focus strategy as a direct result of this seminar.

### Who Should Attend?

Directors, Associates, Key Account Executives, Business Development Executives, Marketing Managers, Account Managers, Business Relationship Managers, Customer Service personnel and anyone in a customer facing and liaison role...

### What To Do Next?

Feel free to contact Caroline Suggett to benefit from these **powerful skills** and the **RESULTS** they can bring you. Caroline's contact details can be found below, and also on ROM's website - [www.rom-consultancy.co.uk](http://www.rom-consultancy.co.uk)