

Strategies to Expand Customer Relations

Program Description

Expand your business opportunities with customer segments. This full-day module is designed for tenured Client or Customer Relationship managers who encounter both face-to-face and telephone client interaction. It focuses on positioning the Relationship Manager as a proactive, consultative business partner with the goal of expanding broad-range business.

This course will be customized in sync with the expanding role of Relationship Manager as it is currently being defined at your organization. It will be designed based on CRM and management interviews and Nymang Group experience with this audience sector.

You'll benefit by learning to:

- Reintroduce your role to operate at a higher level
- Initiate strategic involvement with existing clients
- Develop collaborative business relationship
- Maximizing the client relationship through referrals and networking
- Communicating with excellence to various audience types
- Exploring additional sales opportunities through cross-telling
- Leveraging personal and group experience to help persuade a client

Maximum participants: 8-12

Program length: 1 day