

Customer Relationship Management© (CRM)

How to turn customers into friends



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Thank you. Please enjoy the show

Customer Relationship Management© (CRM)

Customers are your crown jewels ...



CRM is a training program that can be condensed into a four hour overview, extended as a full day session or organized as a long term process spread over days or weeks.

You will learn that customers, not inventory or bricks and mortar, are your single largest asset.

That customers should never be considered an interruption to your day, but rather the purpose of it.

Recognize that without customers we do not have a business, and we will learn to treat customers accordingly.

Customer Relationship Management© (CRM)

Creating trusted friends from customers



Delegates are encouraged not to please customers, but utterly delight them.

How to respond to customers whether on the telephone or face to face.

We will explore methods that create trusted friends from customers. A two way street that builds long term, mutually beneficial relationships.

CRM first convinces delegates everyone is part of a customer service team. Then creates motivated people to have a work ethic that enthusiastically supports the fact that if we delight customers they will return and buy again.

Customer Relationship Management© (CRM)

Customers have money,
businesses merely have product ...



It's YOUR job to orchestrate the exchange... Their money for YOUR product or service.

CRM encourages delegates to:

NEVER FORGET customers have a choice. Realize that unless you have a unique mouse trap, customers can buy your product, from someone else, probably at a lower price.

CRM creates delighted customers. Delighted customers buy more at a higher price, from those that delight them.

Isn't that what you want for your business?

Customer Relationship Management© (CRM)

Outstanding CRM is the largest single reason why ...



- People select a particular vendor
- They buy at full price
- They return to buy again
- Why they encourage their friends and family to buy from you
- Why they rarely return goods

Customers are your best salespeople.

We will help ensure customers consider YOUR business as the place to buy from.

Where they will return to buy again.

Where they tell their friends to buy.

Customer Relationship Management© (CRM)

It's NOT just sales people that sell



Delegates will understand “invisible people,” those who answer phones, ship goods, deal with paperwork, fix stuff when it breaks, can make or break a sale. They will learn how to respond to customers whether on the telephone or face to face.

Delegates, irrespective of their role in your business, will agree:

Doing things the right way, is just as easy, more fun, much more rewarding and far more profitable than doing things the wrong way.

WE will create a CRM training curriculum that is right for your people and business.