

Customer Relationship Management: Mastering Profitable Relationships!

RECORDED ACCESS ONLY

What is it about your organization's customer relationship management practices which identify you as competitive, unique or first-class? Who are your customers? What do they want? How we can more effectively persuade our existing customers to purchase more of our products and services while referring even more prospective new customers our way? We'll talk about how to deal with some of the "newer" challenges to our effectiveness, including faster information velocity, capacity, bandwidth, and our own mobility. You'll leave with a "Top 25 Tip List" for gaining repeat business and new business!

AREAS COVERED IN THIS WEBINAR

- Offering an appropriate greeting
- Expressing empathy
- Remembering the value of long-term customers
- Making customers "feel special"
- Communication Skills
- Body Language
- Spoken Communication

- Written Communication
- Face-to-Face Communication
- Telephone Skills
- Obtaining and retaining important customer information
- Developing a Winning Attitude
- The Power of Positive Thinking
- Handling Stress
- Handling Complaints

- Winning Back Unhappy Customers
- Empowerment Means Customer Retention and Referrals
- Using Common Sense
- Effective Listening Techniques Never Go Out of Style
- "Why should I want to come back?"
- "Were you satisfied?"
- "Who else do you know who would benefit from our service?"

WHY SHOULD YOU ATTEND

By attending, you will understand how to even more effectively:

- Approach even the most difficult of customers and prospective customers
- Overcome any objection
- Use both our verbal and non-verbal communication skills
- Develop a winning attitude which will help you bring in even more business
- Position yourself with product, service, and relationship, earning you customers for life!
- Would you like to be able to overcome any objection?

- Would you like to improve your effectiveness in approaching the most difficult of customers and prospective customers?
- How about improving your verbal and non-verbal communication skills and effectiveness?
- Is it worth 90 minutes of your time to earn limitless annual repeat business?
- If you answered “yes” to any of these questions, then come laugh, listen and learn as Chris DeVany leads us all through those important topics, key questions and answers we all need to be able to address effectively to improve our team members’ and team’s performance!

INSTRUCTOR PROFILE

CHRIS DEVANY

Chris DeVany is the founder and president of Pinnacle Performance Improvement Worldwide, a firm which focuses on management and organization development. Pinnacle's clients include global organizations such as Visa International, Cadence Design Systems, Coca-Cola, Sprint, Microsoft, Aviva Insurance, Schlumberger and over 500 other organizations in 22 countries. He also has consulted to government agencies from the United States, the Royal Government of Saudi Arabia, Canada, Cayman Islands and the United Kingdom. He has published numerous articles in the fields of surviving mergers and acquisitions, surviving change, project management, management, sales, team-building, leadership, ethics, customer service, diversity and work-life balance, in publications ranging from ASTD/Performance In Practice to Customer Service Management. His book, "90 Days to a High-Performance Team", published by McGraw Hill and often accompanied by in-person, facilitated instruction, has helped and continues to help thousands of executives, managers, and team leaders improve performance.



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