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Relationship Management

For Business Excellence

Practical Approach to client relationship management –
Maintaining client relationships to increase profitability and retention

PROGRAM OVERVIEW

This program is designed to help participants explore the importance of client focus and relationship management – it focuses on how to build trusted relationships with clients, business partners other key stakeholders that enhance an organisation's relationship capital.

This course places particular emphasis on strategy and methods for developing and maintaining client relationships to increase profitability and retention.

Participants shall learn how to design client experience journey map, develop customer experience management strategy, identify and manage key account as well as acquire requisite skills to retain manage client relationship successfully.

PROGRAM OBJECTIVES

At the end of this course you will be able to:-

- Recognise and understand a range of client behaviours
- Identify client motivations, needs and concerns
- Manage, meet and exceed their expectations
- Build client trust and confidence through pro-active relationship management
- Add value to the relationship to increase profitability
- Use interpersonal skills with clients to establish rapport
- Develop client loyalty objectives focusing on the development of long term business partnerships and develop strategies for improving relationships with clients

FOR WHOM:

This course will benefit client liaison officers, marketing managers, business account manager, relationship executive and senior executives whose role is to develop and/or retain existing clients.

Duration: 2 Days

TRAINING PACK

- The Business Masterclass Training Manual
- Experienced Trainer
- Certificate of Completion

PROGRAM OUTLINE

MODULE ONE: INTRODUCTION

- Understanding Relationship Management
- The difference between relationship marketing and selling
- Client relationship depth and complexity

MODULE TWO ESTABLISHING A RELATIONSHIP

- Prepare for the relationship
- Learn about the customer/Clients
- Understand your value
- Enter into a partnership

MODULE THREE: REACHING AGREEMENT

- Understand your client's perspective
- Understand your own perspective
- Identify common ground

MODULE FOUR: PLANNING FOR RESULTS

- Assess readiness for change
- Facilitate planning
- Clarify roles and responsibilities

MODULE FIVE: PROVIDING SUPPORT

- Anticipate problems
- Support client decisions
- Productive constructive feedback

MODULE SIX: CLIENT VALUE AND PROFITABILITY

- The lifetime value of a client and profitability
- Client satisfaction and Client information
- Creating Client value and Meeting Client needs
- Status of the relationship
- Recognise accomplishments

MODULE SEVEN: MANAGING RELATIONSHIP & COMMUNICATION

- The importance of communication
- Building relationships
- The relationship pyramid
- Barriers to communication
- Key client relationship skills
- Irritants for clients
- Customisation

MODULE EIGHT: SUSTAINING RELATIONSHIP

- Designing client surveys
- Defining areas of priority attention
- Developing a client loyalty plan

MODULE NINE: MANAGING STAKEHOLDERS EXPECTATION

- Understanding your stakeholders
- Credibility matrix – where do you sit now? What would your stakeholders say?
- How do you show curiosity?
- Building rapport
- Showing empathy
- Now versus long term – getting both right
- Influencing skills and styles

MODULE TEN: MANAGINIG KEY CLIENTS & ACCOUNT

- How to evaluate the fundamental attributes of a key account
- Assign a tangible value to any account
- Define clear roles and responsibilities of key account managers
- Evaluate a client business environmental analysis
- Create a client SWOT analysis
- Develop a Competitor Matrix
- Pareto analysis of accounts
- Understanding buyer motivation and how you can influence it
- Maintaining team focus ensuring account objectives and key tasks are meet