

Customer Relationship Management Skills Training

Course Duration: 08 Hours

Course Code: CRM-101

1. Course Overview

Customer Relationship Management (CRM) Skills Training is designed to help professionals build strong, long-term relationships with customers. This course focuses on improving communication, understanding customer needs, handling queries effectively, and using CRM tools to enhance customer satisfaction and business growth.

2. What You'll Learn

- Fundamentals of Customer Relationship Management
- Effective communication and interpersonal skills
- Customer lifecycle and journey mapping
- Handling customer complaints and conflict resolution
- Building customer loyalty and retention strategies
- Introduction to CRM tools and software
- Data-driven decision-making for customer engagement
- Sales and customer service alignment

3. Target Audience

- Sales and marketing professionals
- Customer support executives
- Business development managers
- Entrepreneurs and business owners
- Freshers looking to build a career in CRM

- Anyone interested in improving customer handling skills

4. Pre-Requisites

- Basic understanding of business processes
- Good communication skills (basic level)
- No prior CRM experience required
- Willingness to learn customer-centric approaches

5. Course Content

Module 1: Introduction to CRM

- What is CRM?
- Importance of CRM in business

Module 2: Customer Behavior & Psychology

- Understanding customer expectations
- Customer segmentation

Module 3: Communication Skills

- Verbal and non-verbal communication
- Active listening techniques

Module 4: Customer Service Excellence

- Handling queries and complaints
- Conflict resolution strategies

Module 5: CRM Tools & Technology

- Overview of popular CRM tools
- Data management and reporting

Module 6: Customer Retention Strategies

- Building loyalty programs
- Upselling and cross-selling techniques

Module 7: Performance Measurement

- KPIs in CRM
- Customer satisfaction metrics

