

CRM: An Introduction to Customer Relationship Management

As with many significant undertakings, undergoing a CRM review (even simply considering its implementation) requires learners to analyze technical and complicated systems. This one-day workshop sorts through a myriad of information and brings you the basics you need to make a decision about the need for CRM, its benefits, and how to coordinate the base requirements for a CRM undertaking.

How You Will Benefit:

- Develop an understanding of the terms and benefits of CRM on a company's bottom line
- Analyze the different components of a CRM plan
- Develop a checklist for readiness and success in CRM
- Develop an understanding of how CRM creates value for organizations and customers
- Consider developmental roles that have the greatest impact on CRM

What You Will Cover:

- ▶ What CRM is and who it serves
- ▶ Checklist for success
- ▶ Requirement driven product selection
- ▶ Considerations in tool selection
- ▶ Strategies for customer retention
- ▶ Building the future
- ▶ Homegrown vs. the application service provider
- ▶ The development team
- ▶ Evaluating and reviewing your program

Name of City and Date of Event

Name of City and Date of Event

What's Included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials
- Personalized certificate of completion

TIME: 9am – 4pm. FEES: \$xxx per person, plus applicable taxes. *Prices and dates are subject to change.

Pre-Registration Form:

CRM: An Introduction to Customer Relationship Management

Yes Enroll me now

Participant Name (*Please Print*)

Position

Immediate Supervisor

Organization

Organization Address

ZIP _____ Telephone # _____

Fax _____ E-Mail _____

Mailing Address

P.O. Box 5150 Your Town, Springfield, 52222
Telephone: (555) 555-5555
Toll Free: 1-555-555-5555 | Fax: (555) 555-5555