

# Managing Customer Relationships

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*Customer service and the relationships we build with clients and suppliers are key for success in all organisations*

*This interactive workshop has been developed to enable all levels of staff to manage relationships with the people that matter. The workshop looks at the importance of these relationships and provides the skills, tools and techniques to manage them effectively.*

## Course Objectives

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**By attending, delegates will:**

- ✓ Understand the importance of managing relationships effectively
- ✓ Determine appropriate customer behaviours to be adopted within the organisation
- ✓ Confidently handle different types of business relationships
- ✓ Understand the negotiation model
- ✓ Understand influencing behaviours and how best to apply them
- ✓ Identify the behaviours required for successful negotiation
- ✓ Communicate effectively with all levels
- ✓ Apply Transactional Analysis for successful communication

## Target Audience

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Managers, team leaders and supervisors working in a customer-facing role.

## Duration

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2 days

## Content

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- Understanding the 'big picture'
- Positioning and competitive advantage
- Relationship management
- Customer service behaviours
- Consultancy model & profile
- Managing clients – the golden rules
- Social styles
- Self analysis
- The effects of behaviour on the customer
- Developing assertive behaviour
- Learning when and how to say 'no'
- Negotiation skills
- Power nets
- Role modelling
- Transactional analysis
- Personal action planning

## Learning Methods

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*This workshop will be highly participative. All learning will be supported through exercises, games and tasks, making for a stimulating and memorable programme.*

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