Consulting and Training | Reach New Heights

Course Name

Managing Customers for Competitive Advantage

Sector Name

Sales, Marketing and Customer Service

Document Type

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Managing Customers for Competitive Advantage

Course Introduction

Customer Relationship Management (CRM) is one of the most important components for the sustenance and growth of an organization. With the advancement of software technologies, significant progress has been made in designing and managing CRM systems. These efforts envisage facilitating better customer interactions and greater understanding of customers; thus, they help an organization build competitive advantages.

This training course is designed to provide participants with the concepts and strategies essential to managing customers for competitive advantage. This course highlights topics such as ‘Value’ and ‘Quality’, the elements of a customer relationship strategy, evaluating customers’ needs, how to manage customer data and analyse it, and developing a customer service program to ensure customer retention and loyalty.

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Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

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Learning Objectives

- ✓ Gain a comprehensive understanding of your company's value proposition for each core customer segment
- ✓ Design a customer research program to discover what the critical factors are
- ✓ Understand the science of Persuasion and Influence and how to use it in our own Marketing efforts
- ✓ Explore some of the Customer Relationship Management systems and their value in delivering consistency
- ✓ Identify the role and importance of social media in a customer-centric world.
- ✓ Assess and review customer feedback to fine-tune CRM systems

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Course Outline

✓ 01 Day One

Introduction to Customer Management

- ✓ Customer acquisition and retention – measuring their impact on profitability
- ✓ What is your value proposition for each segment? Does it work?
- ✓ Assessing the needs of your key audiences – why does it matter?
- ✓ Customer lifetime value – identifying key customers
- ✓ Key accounts and developing a customer-centric organisation

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Course Outline

✓ 02 Day Two

Developing a Data-Led Strategy

- ✓ What do customers really want from your organisation?
- ✓ Does the 'customer experience' match their needs and expectations
- ✓ What do your competitors do better or differently than you do?
- ✓ Shaping customer expectations - perception versus reality
- ✓ Case studies: Companies that have turned around their businesses
- ✓ 'Going the extra mile' – what is it for your customers?

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Course Outline

✓ 03 Day Three

Customer Relationship Management

- ✓ Listen and deliver on customer needs
- ✓ Managing the ‘Moments of Truth’ to enhance the ‘customer experience.’
- ✓ Leading and motivating others to deliver superior service levels
- ✓ The Customer Loyalty Chain
- ✓ Developing the processes that nurture customer brand loyalty
- ✓ Using Social media to engage with customers

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Course Outline

✓ 04 Day Four

Measuring and Monitoring Customer Satisfaction

- ✓ Why is measuring customer satisfaction important?
- ✓ Using customer complaints and feedback
- ✓ Using CRM software and diagnostic tools to evaluate opportunities for performance improvement
- ✓ Best practices for recording and monitoring customer service issues
- ✓ Putting in place processes to resolve customer dissatisfaction
- ✓ Strategies for working with difficult and demanding customers

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Course Outline

✓ 05 Day Five

Excellence in Customer Management

- ✓ The importance of attitude, teamwork, and professional development
- ✓ Developing a customer service training program
- ✓ Setting SMART performance goals
- ✓ Coaching and mentoring strategies
- ✓ Methods to empower and motivate customer service employees

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 2, 2027	Aug. 6, 2027	5 days	4250.00 $	UAE , Dubai
Oct. 25, 2026	Oct. 29, 2026	5 days	4250.00 $	KSA , Jeddah
March 15, 2027	March 19, 2027	5 days	4950.00 $	Spain , Madrid
May 24, 2027	May 28, 2027	5 days	4250.00 $	UAE , Abu Dhabi

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