



Consulting and Training | Reach New Heights

Course Name

Customer Relationship Management (CRM)

Sector Name

Sales, Marketing and Customer Service

Document Type

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Customer Relationship Management (CRM)

Course Introduction

Customer Relationship Management (CRM) Course

Turning Customer Data into Sustainable Growth with Boost Vocational Training

Boost Vocational Training provides organizations and enterprises with high-level courses designed to develop professionals in the field of customer management and service. This course is not just a software tutorial; it is a comprehensive strategy to empower companies to understand customer behavior, predict their needs, and build long-term loyalty that ensures consistent profit flow.

Why Choose the CRM Course from "Boost"?

In the competitive landscape of 2026, Boost bridges the gap between technology and strategic execution through:

- ✓ Beyond Software: We don't just teach you "how to use the tool," but "how to build a strategy" that transforms a potential lead into a lifelong partner.

- ✓ **AI-Driven Data Analytics:** Integrating modern 2026 predictive tools to identify when and how a customer needs your product before they even ask for it.
- ✓ **Maximizing Customer Lifetime Value (\$CLV\$):** Focusing on reducing the cost of acquiring new customers by maintaining and nurturing existing ones.
- ✓ **Interdepartmental Integration:** Unifying the vision across sales, marketing, and customer service teams through a single, synchronized database.

Features of the CRM Course from Boost

We live by the slogan "Boost Your Career" through a practical and holistic methodology:

- ✓ **Global Systems Simulation:** Hands-on training on the world's leading CRM platforms (such as Salesforce, HubSpot, and Microsoft Dynamics).
- ✓ **Customer Experience (CX) Experts:** Instructors who have spearheaded growth strategies in retail, real estate, and tech services sectors.
- ✓ **Focus on Return on Investment (\$ROI\$):** Demonstrating how improved relationship management can directly increase sales by up to 30%.

Benefits for Your Organization

Our training delivers professional advantages that impact the entire team, providing years of expertise in just days:

- ✓ **Boost Your Sales Pipeline:** Manage deal flows with clarity and professionalism to prevent lead leakage.

- ✓ Boost Your Retention Rate: Increase customer retention and reduce complaints through proactive service strategies.
- ✓ Boost Your Brand Loyalty: Transform your customers into "Brand Ambassadors" in the marketplace.

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Customer Relationship Management (CRM)

Target Audience

- ✓ Sales and Marketing Professionals
- ✓ CRM Managers and Business Development Executives
- ✓ Customer Service Leaders
- ✓ IT and Operations professionals supporting CRM systems
- ✓ Anyone involved in improving customer engagement or loyalty

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Learning Objectives

- ✓ Understand the strategic importance of CRM in driving business success.
- ✓ Design effective CRM plans and map customer journeys.
- ✓ Evaluate, select, and implement CRM platforms.
- ✓ Foster a culture centered on customer experience.
- ✓ Track CRM performance using key customer satisfaction metrics.

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Customer Relationship Management (CRM)

Course Outline

✓ DAY 01

Building a Strategic CRM Foundation

- ✓ Defining CRM and its strategic business role
- ✓ Traditional vs. modern CRM approaches
- ✓ Aligning CRM with business goals and customer expectations
- ✓ Key CRM roles and stakeholder engagement
- ✓ Success and failure stories from real-world CRM case studies

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Course Outline

✓ Day 02

Understanding Customers Through Planning & Mapping

- ✓ Planning a CRM strategy: goals, segmentation, and channels
- ✓ Understanding customer needs and lifecycle phases
- ✓ Data collection and analysis for CRM
- ✓ Ideal Customer Profile (ICP) development

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Course Outline

✓ Day 03

CRM Systems, Tools, and Integration

- ✓ Overview of top CRM platforms (Salesforce, HubSpot, Zoho)
- ✓ Selection criteria: features, scale, cost, user experience
- ✓ CRM system implementation phases and integration with ERP/Marketing tools
- ✓ Ensuring data privacy and customer consent

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Course Outline

✓ Day 04

Embedding a Customer-Centric Culture

- ✓ Organizational transformation for CRM adoption
- ✓ Empowering teams to champion CRM initiatives
- ✓ Overcoming resistance to change
- ✓ Internal communication strategies for CRM success

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Course Outline

✓ Day 05

CRM Metrics, Feedback, and Optimization

- ✓ Measuring customer experience (CSAT, NPS, CES)
- ✓ Designing feedback systems and loyalty programs
- ✓ Data-driven improvement plans
- ✓ Setting realistic CRM KPIs
- ✓ **Final Activity:** Group Presentations of CRM Action Plans

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 30, 2026	Dec. 4, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Sept. 28, 2026	Oct. 2, 2026	5 days	4950.00 \$	England , London
Jan. 18, 2027	Jan. 22, 2027	5 days	4950.00 \$	France , Paris
April 20, 2026	April 24, 2026	5 days	4250.00 \$	UAE , Dubai

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