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# Building Strong Customer Relationships

## Introduction

**Introduction** When you win a new customer you are embarking on a new relationship, in a similar way to personal friendships. It's easier to keep existing ones than start afresh, or does familiarity breed contempt?

**Objectives** This course will help you get to know your customer as you use the tools that are provided to conduct customer audits and listen to customer feedback. There are techniques for developing a customer focus and gaining the commitment of all employees to excellent customer service. A company-wide customer friendly culture will be just one of the payoffs you'll get from using the methods and approach in this course.

**Designed for** Sales people who want to learn more about fostering existing customers.

**Duration** 1 day

**Topics**

- Know your customers.
- Conduct evaluations.
- Analyze and communicate results.
- Develop a customer focus.
- Provide extraordinary service.
- Create a customer friendly workplace.
- Implement a customer service program.
- Establish a customer service strategy.
- Recognize unspoken communication.
- Succeed in business.
- Know the market.
- Build business relationships.
- Take account of cultural expectations.
- Conduct effective meetings.
- Deal with diverse negotiating styles.
- Socialize with confidence.
- Fit in with social customs.
- Celebrate special days.

**Follow-up** Dealing with Difficult Customers – 1 day

*Imagine what you'll know tomorrow...*

**For more information call**

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