

# Customer Relationship Management System – CRM System

## Venue Information

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**Venue:** London UK

**Place:**

**Start Date:** 2026-02-24

**End Date:** 2026-02-28

## Course Details

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**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-3

## Syllabus

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### Course Introduction:

This program is designed for relationship managers, marketing managers, sales and customer care managers, supervisors, and senior sales and customer service staff. It aims to provide comprehensive knowledge and skills to effectively implement and utilize CRM systems.

### Course Objectives:

By the end of this program, participants will be able to:

- Understand the essential role of Customer Relationship Management (CRM) in attracting, retaining, and growing loyal customers.
- Determine the objectives and uses of a CRM system.
- Recognize best practices in CRM strategy implementation.

## **Course Syllabus:**

### **Day 1: Fundamentals of CRM**

- Defining CRM and Its Importance to Companies
- Customer Loyalty and Optimizing Customer Experience
- The Lifetime Value of a Customer
- Common CRM Mistakes and Blind Spots
- Challenges in CRM Implementation

### **Day 2: CRM in Marketing**

- Relationship and One-to-One Marketing
- Cross-Selling and Up-Selling Techniques
- Enhancing Customer Retention and Profitability
- Understanding Customer and Business Value
- CRM Training for Marketers
- Overview of Popular CRM Software Applications

### **Day 3: CRM and Customer Service**

- Effective Call Center and Customer Care Management
- Measuring Customer Satisfaction
- Customer Service Success Checklist
- Comprehensive Customer Service Training
- Tools and Applications for Superior Customer Service

### **Day 4: Sales Force Automation and CRM**

- Managing Activities, Contacts, and Leads
- Knowledge Management Best Practices
- Business Training for Sales Force Optimization
- Exposure to Sales Force Automation Applications
- Developing a CRM Strategy and Business Plan

### **Day 5: CRM Implementation and Future Trends**

- Creating a CRM Business Plan
- Cost Justification for CRM Investments
- Selecting CRM Tools and Suppliers
- Managing a CRM Project: Implementation Checklist

### Course Content:

- **Definitions of CRM:** Gain a clear understanding of CRM and its critical importance for businesses.
- **Customer Loyalty and Experience Optimization:** Learn strategies to enhance customer loyalty and optimize their experiences.
- **CRM in Marketing:** Explore relationship marketing, cross-selling, up-selling, and customer retention strategies.
- **CRM and Customer Service:** Master techniques for effective customer service and satisfaction measurement.
- **Sales Force Automation:** Implement automation tools to manage sales activities, contacts, and leads efficiently.
- **Planning CRM Programs:** Develop robust CRM strategies and business plans, justify costs, and choose appropriate tools and suppliers.
- **Managing a CRM Project:** Learn to manage CRM projects, overcome common roadblocks, and stay updated with future CRM trends.

Enroll in Skilllinkx's CRM Mastery Course to elevate your understanding and application of CRM strategies, ensuring enhanced customer relationships and business success in 2024 and 2025.