

Programme on

Client Relationship Management

Wednesday, January 9, 2019 • 9.30 a.m. to 5.00 p.m.



Venue: Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Ahmedabad 380 015

Perspective: Attracting new clients needs a huge investment of time, effort and money. By actively managing your relationships with individual customers you will be able to keep them satisfied, motivate them to come back for more and provide you with recommendations and referrals.

This one-day workshop will help you develop a pro-active and professional approach to develop and nurture your client relationships and turn your adhoc accounts into long-term, creatively satisfying and ultimately profitable business opportunities.

Content

- Understanding Customer Expectations; Triangle of Customer Care; Setting Service Standards; Secrets of Customer Loyalty; Nurturing Customer Relationships
- Sharpening your Communication & Listening Skills; Body Language & Vocal Impact; Six Keys to Customer Service; Using the telephone and e-mail effectively.
- Operating a Complaint Management System; Dealing with the Angry/Irate Customer; How to Probe without Offending; Focusing on the Problem vs Fixing the Blame
- Partnering the Customer in Finding a Solution; Streamlining the Internal Customer Network; Winning Back a Lost Customer; Keeping Customers for Life

For Whom : Any one dealing with customers who are committed to providing Quality Service, including Managers, Supervisors and Employees

Methodology : Self-assessment Exercises, Case-studies, Group Activities & Audio-Visual presentations

Faculty : **Mr. Vincent D'Silva**, Principal Consultant, Silva Management Services

Vincent has over 25 years of work and consulting experience in reputed organizations in the areas of Strategic Planning, Marketing & Manufacturing. His courses on Communication Effectiveness, Sales & Service Excellence and Leadership Development have been conducted in India, the Middle East & South-East Asia. He is an Engineer from VJTI, an MBA from the S. P. Jain Institute of Management, and has been a faculty at several renowned business schools and corporates in India.

Fee : Rs.1600/- per participant inclusive of GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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REGISTRATION FORM: Please fill-in and return this form along with participation fee to:

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

Mobile: 9537407187, 7069940917, 7203030990 • Phone: 079-26308601-2-3-4-5 • Fax: 079-26305692

E-mail: ama@amaindia.org • Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of "**Ahmedabad Management Association**".

Name(s)	Position
1.	
2.	
Organization:	
GST No.:	AMA GST No.: 24AAATA 5881D1ZO
Address:	
	Pincode No.
Telephone(s):	Mobile:
E-mail:	<input type="text"/>