



Programme on **Delight Your Customer**

Friday, January 18, 2019 • 9.30 a.m. to 5.00 p.m.

FOR ONLINE REGISTRATION AND PAYMENT, PLEASE VISIT

[HTTP://WWW.AMAINDIA.ORG/MANAGEMENT-TRAINING-AND-DEVELOPMENT-PROGRAM](http://www.amaindia.org/management-training-and-development-program)

at Torrent-AMA Management Centre, Core-AMA Management House,
AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

Preamble: Today, the customer decides and we listen. Gone are the days when customers lap up everything presented to them. They have become very choosy. The message is clear. Tune up to their needs or turn off! 'Selling is finding needs and filling them'. Going one step further, selling orientation has given way to Marketing effectiveness. We can no more be obsessed with selling. As someone said, 'The aim of Marketing is to make selling unnecessary.' The customer will be with you as long as YOU retain him. Customer Relationship Management (CRM) has come to stay, and is also evolving continuously.

Objective: The one day workshop deliberates on the existing methods and the probable changes that can be brought about in resourcing and retaining customers. The workshop will enable the participants to create a course of action to install a CRM approach in their office. The program will activate the participants to try out specific measures in their workplace to delight their customers by ensuring effective customer service.

Audience: The course is designed for all Executives who are in the job of creating, maintaining and retaining customers. The CRM Executives can benefit from this intervention.

Content: The sessions deal with:

The Changed Customer, Qualities required to be a CRM expert, Relationship Management, Handling Customer Complaints, Tips on Customer Retention and maintenance and TQM through Total Customer Satisfaction.

It is important to believe that *FIRST IMPRESSION IS THE BEST IMPRESSION; BUT IT IS ALL THE MORE IMPORTANT THAT LAST IMPRESSION HAS A LASTING IMPRESSION.*

Faculty : Mr. G. Balachandran, Trainer and Motivational Speaker

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. Cheque should be drawn in favour of "Ahmedabad Management Association". **If you wish to avail GST Credit, please provide your GST Number. Tax Invoice will be issued on receipt of your GSTN.**

Programme on Delight Your Customer

January 18, 2019

Registration Form:

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

Ahmedabad Management Association, AMA Complex, Ahmedabad 380015. **Phone :** 079-26308601-5

Mobile: 9537407187, 7069940917, 7203030990 • **E-mail:** ama@amaindia.org

Website: www.amaindia.org • **Android Mobile App:** AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	
2.	
Organisation:	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address:	
Telephone(s):	Mobile:
E-mail:	