

# Client Relationship Management

## INTRODUCTION

The service we provide to our external customers is inextricably linked to the service we receive from and give to our internal customers. People sometimes fail to see this connection, so requests and demands from colleagues are seen as distractions which simply get in the way of the 'real' work of serving the 'real' customer.

How we treat Internal Customers ultimately affects the External Customer who keeps the organisation alive – service excellence along the whole chain is not an option – it is essential to the success of the organisation.

## COURSE OBJECTIVES

- Describe how Customer Care contributes to Quality Service
- Explain the purpose of the jobs and their contribution to the organisation
- Define the service chain
- List the major interdependencies which affect their work
- State the attitudes necessary for inspirational customer service
- Explain the importance of interpersonal contact and behaviour with Internal Customers
- Use Learning Styles concepts in improving customer capabilities
- State the rights and responsibilities of being an Internal Customer
- Develop an approach which will ensure consistent Quality Service to your customers
- Use essential verbal and non-verbal skills effectively with all business contacts
- Identify action to take on personal difficulties

**COURSE DURATION:** 1 Day Course

## COURSE CONTENTS

### Meeting Client Expectations

What do our clients expect from us?  
What do we expect from them?

### Developing a Relationship Based on Co-operation

Win/Win strategies  
Barriers to co-operation

### Managing the Relationship

Understanding interpersonal transactions  
Choosing your behaviour  
Influencing the behaviour  
Dealing with difficult clients

### Influencing Outcomes

What is your preferred influencing style?  
Choosing the appropriate style  
Preparing a case as a basis for influence  
Thinking on your feet

### Effective teleconference or meeting

Building Rapport  
Active Listening  
Summarising to agreement and close  
Giving and receiving feedback

### Thinking Skills

Creative Thinking  
Analytical Thinking  
Decision Making

### Summing Up

Personal Action Plans

### Personal Development Action Plan

*Throughout this course there will be a number of practical exercises carried out which will enable delegates to put into practice most of the theory covered*

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