



MODERN MARKETING Management using CRM

Course Introduction:

Organizations can be oriented toward marketing from a production, product, sales, or marketing perspective. Strategies, structures, and cultures, which reflect a company's basic orientation, must be integrated to ensure that marketing efforts communicate a clear corporate position. The most effective sales orientation was observed in the for-profits. Their selling efforts, however, tended to be internally focused, with product development activities divorced from the planning and marketing functions. Developing a marketing orientation, especially in line divisions, requires a careful, well-orchestrated effort and the presence of several key factors: Access to capital and an emphasis on long-range planning and strategic spending the availability of hospital-specific market research. Key distribution channels. Talented middle managers. Up-to-date systems and structures equipped to serve new values and strategies. Leaders capable of communicating to the organization a vision of its role in the community.

Fundamental to understanding the customer relationship, we must be aware of the distinction between relationships and mutual exchange processes. A relationship typically has a definite beginning, brief or extended duration and an end, whereas the service-for-service exchange is normally short-term.

That is why relationship marketing, rather than concentrating only on single transactions, takes into account the individual customer features. I.e., relationship marketing goes beyond the scope of separate relationship periods and makes an effort to analyze and picture the overall business relationship.

CRM, or Customer Relationship Management, is a term used to encompass the processes implemented by a company for managing its client or customer base. Modern marketing focuses on the customer as opposed to the product. This is in contradistinction to traditional marketing methods wherein marketers concentrated on the item being sold.

Course Objectives:

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

- Marketing information system
- Market research
- Objectives
- ABC-analyses to define priorities
- Marketing mix
- The product policy tools
- The pricing policy tools

- The distribution policy tools
- The communication policy tools

Who Should Attend?

Marketing Managers, sales and customer care managers and supervisors, and senior sales and customer service staff

Course Outline:

INTEGRATED COMMUNICATION

Customer Relationship Management – CRM – Is this for me?

- **Transaction marketing**
 - o Customer satisfaction
 - o Customer service
 - o CRM – Customer Relationship Management
- **Operative CRM**
 - o Operative CRM structure
 - o Data base
- **Collaborative CRM**
- **Analytical CRM**
 - o Customer segmentation
 - o Customer evaluation
 - Evaluation of customer attitude towards the company – methods
 - Scoring model
- **Sales as a profession**
 - o Main skills
 - o Tasks
 - o Quality requirements
- **Personal sales**
- **Selling technique**
 - o Basics
 - o Establishing the contact
 - o Rationale
 - o Transaction negotiating technique

- **The telephone as a sales tool**
 - o Opportunities for application
 - o The right attitude
 - o The right customers
- **Preparation**
 - o Conversation targets
 - o When and where?
- **The conversation concept**
 - o Opening the conversation
 - o Structuring the conversation
- **“Sound of Service”**
 - o Active Communication
 - o Speaking
 - o Listening
- **The telephone conversation**
 - o The first impression
 - o Questioning is gold
 - o Considering possible objections
 - o Successful closing
 - o Securing success
- **The significance of letters in direct marketing**
- **Direct Mail Marketing including**
 - o The advertising letter
 - The envelope
 - Form of address
 - Offering the product
 - Ease of reply
 - Additions
 - Tips
 - o E- mailing
 - Applications
 - E-mailing as a service
 - Tips on E-mailing

- **Direct Mail Marketing**
 - o Newsletter – design
 - o Newsletter – content
- **Internet**
 - o Features
 - o Services
 - o Tools
- **Marketing in the World Wide Web**
 - o Architecture
 - o The Internet as a research tool
 - o Electronic Commerce
- **Models in the Internet**
 - o Type A: according to the company objective
 - o Type B: according to the commercial model
 - o Type C: according to the communication purpose
 - o Type D: according to the function
- **Advertising on the Internet**
- **Evaluation of Web Sites – factors**

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Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play

- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

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