



# COURSE 9



# CUSTOMER RELATION MANAGEMENT

# Introduction

In this course you will learn about how to build a long lasting relationships with your customers and how to create loyal customers.

# Learning objectives

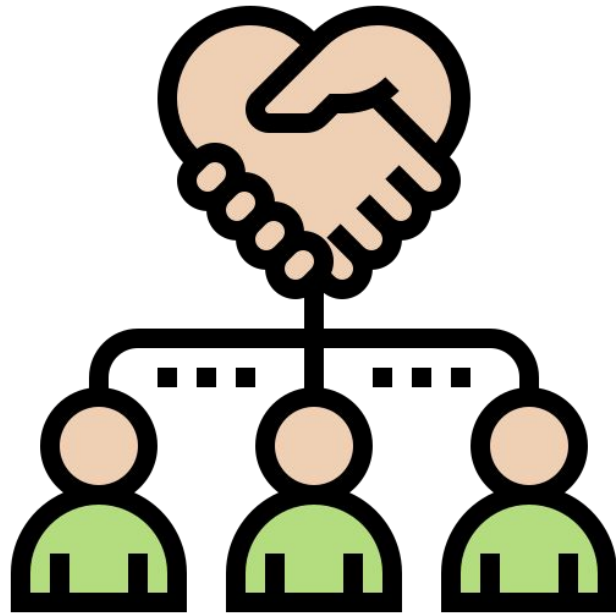
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**Upon completion of this course you will be able to:**

1. Build a long lasting relationship with customers
2. Impress and keep loyal customers

## Lesson 1: How to build long-term relationships with your customers



Customer relationship management (CRM) refers to the practices, strategies and technologies that businesses use to manage records and evaluate customer interactions in order to drive sales growth by deepening and enriching relationships with their customer bases.

## 3 unique tips to build long term relationships with customers;

1

**Be honest** – This means always having your customer’s best interests at heart, regardless of whether you get a smaller sale, or lose a sale to a competitor. You and your customer are both aware your agenda for building a relationship is to generate business.

2

**Be a partner** – Create a strategic partnership or alliance with your customer’s business. A mutually beneficial relationship is the best and easiest way to build trust. Create a lifetime customer by referring their business, acquiring their products or using their services.

3

**Share** – You should have an abundance of skills and knowledge beyond the extent of what you’ve been tasked to provide. Share it for free to boost your client’s confidence in your abilities, while also exposing them to a range of other products and services.

Below are Strategies for Maintaining Long-Term Relationships with Your Customers;

- **Focus On Reliability**

Your product or service must be reliable. In many cases what you are selling promises to make your customer's life simpler, easier and more enjoyable. Consistent service builds trust with your customers and trust is foundational to great relationships.

## • **Continuously Improve The Customer Experience**

Through innovation and simply listening to your customers there is always something that can be done to improve ways customers experience your product. Constantly improving and innovating features of your service give your customers the sense that the value of the service they are receiving is increasing. Setting up a feedback loop such as a survey and taking action based on the feedback you receive is critical.

## •Proactive Customer Service

I dream of a world where companies call me about my problem before I call them. Build it into your system to detect reasons a customer may contact you and reach out to them first.

## •Appreciate Your Customers

Look for reasons often to tell customers you appreciate them. Just like in personal relationships, customers want to know that they are important.



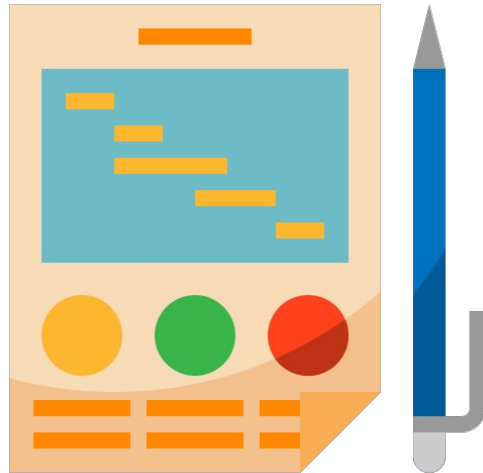
## • Offer Multiple Support Channels And Be Responsive

I think some critics of social media will say customers only use social media when other support channels don't work. Companies should be as responsive as possible on all support channels to give customers the convenience of having options to choose from.

## • Measure The Right Things

If your relationship with your customers is strong, they will be loyal to you and recommend your service to others.

## Course Summary



**Good job!** Building long term relationships is a simple, effective method for increasing your Customer Relationships. While it may take a little extra time, care and consideration, it's a great way to increase revenues from existing customers without simultaneously increasing your expenses.