



Sales, Marketing and Customer Service

## Client Management Strategies for Growth & Retention

## Course Introduction

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The purpose of this training is to emphasize the importance of putting the client first in all you do. Retaining clients is good business in an increasingly competitive market. It is believed that acquiring a new customer costs five times more than keeping an existing one. For customer retention and growth, you must have a client management strategy. Suppliers are expected to become trusted advisors to their customers. This course demonstrates how putting the client first, rather than the services, can boost client retention. In a highly competitive and dynamic environment, it emphasizes the need of having highly engaged employees and using optimal marketing and business development methods.

## Target Audience

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- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist
- Customer Service Officers

# Learning Objectives

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At the end of the training course, participants will be able to

- Gain knowledge of client management and be able to discuss the causes for the client leaving.
- Acquire knowledge about the client management strategies and their applications for customer retention.
- Understand how to improve the growth of client satisfaction and loyalty.
- Gain increased commitment to innovation and continual improvement
- Develop your critical thinking skills
- Help the participants to have better understanding of essential client management issues.

## Course Outline

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- **01 Day one**

- Importance of client management**

- Customer is the focus
    - Core v/s extended customer service
    - Customer perceived value

- **02 Day Two**

- Customer perceived value**

- Emphasis on customer Transaction
    - Transaction v/s relationship management

- **03 Day Three**

- Why do customers move away?**

- Economics of customer retention
    - Customer satisfaction and loyalty

- **04 Day Four**

### CRM Model

- Customer lifecycle management
- Stages of CRM
- CRM components

• 05 Day Five

### CRM Process

- Basic CRM and Enhanced CRM
- CRM Capabilities
- Action Planning and Continuous Improvement

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 14, 2025	April 18, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 4, 2025	Aug. 8, 2025	5 days	5950.00 \$	USA - Texas
Nov. 9, 2025	Nov. 13, 2025	5 days	4250.00 \$	KSA - Al Khobar