

Building Better Customer Relationships



Provide account managers, business development professionals and program managers the tools they need to create customer action strategies that create and enhance customer relationships, loyalty and retention.

Workshop Info

Pricing*	\$9,000
Max Participants	25
Length & Delivery	1-day In-Person or Virtual

Pricing includes customization, all workshop material, and follow-up coaching for 1-year.

**Talk with an IFI consultant for additional pricing, content and delivery options.*

Participant Outcomes

- Understand what **motivates customers**
- Recognize **sales cues** and determine how to respond to them effectively
- Develop **customer action strategies** to build long-term customer relationships
- Create **business champions** across organizations

Material Covered

- Customer Relationships
- The 3-Stages of Relationship Development
 1. Understanding Customers Motivations
 2. Finding Compatibility
 3. Gaining Customer Commitment
- Compelling Communications

Organizational Outcomes

- Better customer longevity & retention
- Increased customer satisfaction
- Happy, successful employees



Just a Little Bit Better

Habits & skills form when we consistently and regularly apply principles, becoming just a little bit better one “drop” at a time.

Our training process transfers skill through:

- **Pre-workshop customization**
- **Engaging, tool-based workshops**
 - Fun, 70% exercise-based workshops
- **Regular post-workshop follow-up**
 - Follow-up for one year following training

Find out more at <https://ifitraining.com/bbcr>