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“ We’re a small business  
in a competitive market.  
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helped us get to grips  
with new skills. ”

James Watkins,  
Operations Manager, Rumm Ltd.

## Managing customer relations

### **Workshop aim**

To develop knowledge and understanding of managing customer relations as required by a practising or potential middle manager

### ***At the end of the workshop the delegate will:***

1. Evaluate an organisation’s ability to manage and improve customer relations

### **Workshop content**

- Concept of decision-makers and decision-making units within customer organisations
- Nature of client/customer relations
- Need for and systems to provide after sales service
- Need for good internal networks
- Cognitive dissonance and its impact on business
- Concept of industry sectors and customer segmentation
- Internal and external customers
- Methods to analyse main competitors
- Market pressures
- Identifying and developing new markets and products
- Methods to assess business risk and feasibility of developing activities to satisfy future markets

Duration: 1 Day

Cost: £69 + VAT

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