International Training Center Paris

TRAINING SCHEDULE

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) BASICS

Overview:

Customer Relationship Management (CRM) is a crucial aspect of any business as it helps companies to improve their interactions with customers and build strong, long-lasting relationships. A CRM system is a tool used to manage customer data and interactions, track customer interactions, automate marketing campaigns, and streamline customer service processes.

The objectives of a CRM Basics training program are:

- Understand the importance of customer relationship management for business growth.
- Learn about the various types of CRM systems and how they work.
- Gain an understanding of the basic features and functionalities of a CRM system, including customer data management, lead generation, sales tracking, and customer service.
- Learn how to develop and implement a CRM strategy that aligns with business goals.
- Understand how to use a CRM system to improve customer satisfaction and loyalty.

By the end of the CRM Basics training program, participants will have a strong foundation in CRM principles and best practices. They will have a good understanding of how to use a CRM system to manage customer interactions effectively and increase customer engagement. They will be equipped with the skills and knowledge needed to develop a CRM strategy that aligns with business goals and to implement and manage a CRM system. Participants will be prepared to take on basic roles in customer relationship management and support business growth through effective customer management.

This 10-day CRM Basics training program provides participants with a comprehensive understanding of CRM principles and best practices. They will learn how to use a CRM system to manage customer data, track sales, automate marketing campaigns, and improve customer service. They will also learn how to develop and implement a CRM strategy that

aligns with business goals, measure success, and encourage user adoption. Participants will have hands-on experience working on real-world projects to reinforce learning and encourage practical application of concepts. By the end of this training program, participants will have the skills and knowledge needed to take on basic roles in customer relationship management and support business growth through effective customer management.

Targeted Groups:

- CRM assistants
- Sales coordinators interested in CRM
- Entry-level professionals in sales and marketing
- Individuals responsible for customer data management
- Professionals new to CRM concepts

Planning:

Day 1: Introduction to Customer Relationship Management

- Understanding the importance of customer relationship management for business success
- Overview of different types of CRM systems and their benefits
- Introduction to the basics of CRM software

Day 2: Customer Data Management

- Understanding customer data and its importance in CRM
- Collecting and storing customer data in a CRM system
- Managing customer data effectively

Day 3: Sales Tracking

- Introduction to sales tracking in CRM
- Understanding the sales funnel
- Managing leads and opportunities in CRM

Day 4: Marketing Automation

- Introduction to marketing automation in CRM
- Creating and managing email campaigns
- Measuring and analyzing campaign results

Day 5: Customer Service and Support

- Introduction to customer service and support in CRM
- Managing customer inquiries and complaints
- Using CRM to improve customer service

Day 6: Reporting and Analytics

- Understanding the importance of reporting and analytics in CRM
- Creating and customizing reports in CRM
- Analyzing data to improve customer interactions

Day 7: CRM Strategy Development

- Developing a CRM strategy that aligns with business goals
- Identifying key performance indicators (KPIs)
- Establishing a plan to measure success

Day 8: Implementation and Integration

- Implementing a CRM system
- Integrating CRM with other business systems
- Managing data migration and customization

Day 9: Training and User Adoption

- Training staff to use a CRM system effectively
- Encouraging user adoption and engagement
- Identifying and addressing common challenges

Day 10: Final Project

- Applying CRM principles and best practices to develop a comprehensive CRM strategy for a real-world business
- Presenting and analyzing the effectiveness of the strategy