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Training materials:

Vocational training center for undergraduate university students and teachers in Jordan (VTC) project

P 8: Al-Balqa Applied University (BAU)

Customer Essential Elements of a Customer Management Approach

Time of conduct: Nov. 14, 2017/ 2 hrs

Trainer: Dr. Maria de Nascimento/ Instituto Superior de Paços de Brandão

Target group: the graduate students of business

Training methods used: lectures, group discussions, brainstorming, case study and power point presentations

Participants: 47 students and 10 staff members

Training objectives: The key responsibility of customer service management professionals is to achieve their organization's goals by developing, training and leading their employees to success. Each company's specific market position, competitive threats, capabilities, and personnel are different from even its closest competitors. It stands to reason, then, that every company needs its own customer management strategy.

Our research and experience with customers demonstrate that developing your customer management strategy is the most important thing to start with because that's the foundation of how you run the organization. It's the foundation of what you do as a business. Defining these customer management strategies is a crucial task for every sales leader. When this task is left undone or incomplete, the usual result is that each salesperson handles customer management according to their individual preferences. Some approaches will be more successful than others, but even the top performers will be operating outside a defined customer engagement process. In that situation,

account continuity, funnel integrity and forecast accuracy all suffer. Customer management strategy is indeed the foundation of how a sales organization is run.

Photos:



Expected Outcomes:

Teach students to achieve their future organization's goals by developing, training and leading their employees to success

Quality control: training was controlled and then analyzed at the end. According to the attendance lists, more than 70% of the participants were answered the evaluations. The surveys contained questions (5-point Likert scale), in which respondents had to give a grade between 1 and 5, with 5 being the highest (fully agree) and 1 the lowest (fully disagree). All the evaluation items in the training were above good.