

Essential Dealership Training Workshops

Implementing and managing powerful customer retention strategies

This innovative workshop focuses on developing a customer orientated culture through the implementation and management of crucial retention led strategies.

Participants will learn the theories, policies and techniques that have proven highly successful to the development and growth of several blue chip, globally recognised companies.

Benefits to you and your organisation

- The introduction of a programme that empowers long term customer retention
- Getting your business noticed, remembered and referred
- Diverse financial rewards associated with long term customer retention
- Increase in staff motivation and loyalty through improved morale
- Break the 'customer replacement' marketing mould

Core content

- Understanding the facts: What is customer service and why is excellent service so rare?
- Recognise customer behavioural traits
- Hit or miss? 6 ways to ensure positive customer perception
- Understanding the customer service management cycle
- Identify why employees behave the way they do
- 10 steps to ensuring employee commitment to customer service
- Getting to know the silent internal and external customers
- The role of the manager-they who dare win!
- Discover 10 ways to encourage customer loyalty
- Creating a 'raving fan' culture
- Setting, measuring and rewarding service quality objectives
- Being radically different to the competition
- Recognise the 9 ways to improve survey response levels
- Launching the new brand of customer service-the 4 essential stages

Who should attend?

This workshop is specifically designed for departmental managers, senior management and business owners.

Duration: 2 days

Number of participants: up to 10

For more information, please contact Essential Dealership Training
Tel: 0115 933 3480

Essential Dealership Training, Cumberland House, 35 Park Row, Nottingham, NG1 6EE