

Customer Relationship Management

"a comprehensive set of processes and technologies for managing customer relations"



- Develop tactical CRM plans
- CRM software solutions
- Optimize customer and partner satisfaction
- Improvement of Sales and Profits
- Existing Customer Retention

Course Overview

Successful companies trace their success back to Customer Relationship Management. Therefore, this course is designed to train managers using a comprehensive set of processes and technologies. Utilizing these skills, SVA will train individuals for managing the relationships with potential and current customers and business partners across Marketing, Sales, and Service regardless of the communication channel.

Who Should Attend ?

This course is dynamic and interactive, it will provide your employees with the knowledge and motivation to successfully design and implement a Customer Relationship Management program that meets the needs of your company and delights your customer base.

SVA Mission

As a team of master educators, SVA is committed to improving the bottom line and achieving fast sustaining ROI of our clients. Moreover, understanding that our associates are our greatest assets, we've coined the phrase "people first," as a constant reminder to the foundation of our success.

National Certification

Upon completion of the course, students will be issued a national recognized certificate accredited through SVA, known as the *Business Process Analysis & Transformation Certificate*. The certificate is nationally documented by numerous Fortune 500 companies, and will give any management team the certification necessary to remain competitive and versatile in today's global market.

"SVA Certification Programs, education for tomorrow's decision makers."



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VISION ALLIANCE

FOR MORE INFORMATION CONTACT US
AT OUR CORPORATE HEADQUARTERS

P.O. Box 630, E. Windsor, CT 06088
Tel: 860-292-1256 Fax: 860-623-0819
www.strategicvisionalliance.org