

ValueSelling Essentials[™] Customer Retention



Behind every customer acquisition strategy is a customer retention strategy, since getting customers that are lost later on is a waste of time, money and effort for all involved. Given that it takes far more time, costs far more money, and takes far more effort to get a customer than to keep one, having a customer retention strategy makes good business sense.

CUSTOMER RETENTION

Although many sales people think of customer retention as occurring at the end of the sales process, it actually begins the very first time you have contact with a prospect. Customers are happy when their needs are met and they stay with suppliers who not only meet their needs but who also deliver value to their business. By taking a proactive approach to customer retention and holding yourself accountable to your customers for the money they spend with you and the company, you will have long-term mutually beneficial customer relationships. In this course, you will gain tips and techniques on how to proactively approach customer retention and hold yourself accountable for the money your customers spend with you and your company. By using the tactics presented here, you will establish long-term, mutually beneficial customer relationships.

COURSE OUTLINE:

- Self Assessment
- Introduction to Tactics:
 - Part 1: Set and Reinforce Expectations
 - Part 2: Track and Report
 - Part 3: Communicate and Build
- Practice Customer Retention
- Knowledge Challenge

WHAT IS VALUESELLING ESSENTIALS[™]?

ValueSelling Essentials[™] is a series of 10 e-learning courses, each 45 minutes in length, designed to build basic sales skills and increase win rates. The series utilizes the natural advantages of the latest technology to facilitate efficient and effective learning. The innovative e-learning instructional design engages sales professionals in courses that provide a memorable and compelling professional development experience. Using simulations to promote the highest level of interactivity with the participant, ValueSelling Essentials can be customized for large enterprises to tailor the look and feel of the series to the company's character. In addition, all the courses in the series can be adapted for specific uses.

ValueSelling Essentials is built to the highest standards and is Sharable Content Object Reference Model (SCORM) compliant. In addition, it is closed captioned for the hearing impaired.

The ValueSelling Essentials series of e-learning courses can be purchased in its entirety or by individual course. Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Because of the rich instructional design, the ValueSelling Essentials courses can be tailored to any company, language, or selling situation.

For more information, visit www.valueselling.com.