

CR Customer Retention

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.

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 Simulation
- Knowledge Challenge

eLearning with real-world relevance



Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Designed for adult learners



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

What is ValueSelling Essentials®?



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.

The ValueSelling Essentials series of e-learning courses can be purchased in its entirety or by individual course.

ValueSelling Essentials is built to the highest standards and is SCORM-compliant. In addition, it is closed-captioned for the hearing impaired.

For more information, visit <http://www.valueselling.com/our-solutions/valueselling-essentials.html>



is a series of 10 e-learning courses, each 45 minutes long, designed to build basic sales skills and increase win rates. The series utilizes the latest technology to facilitate efficient and effective adult learning.

Communication Techniques



Client-Facing Skills



Productivity Skills



About ValueSelling Associates

ValueSelling Associates, based in Rancho Santa Fe, CA, is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped thousands of sales professionals increase their sales productivity. Offering customized training to FORTUNE 1000 companies, mid-sized businesses, to early stage startup organizations, ValueSelling Associates' proprietary sales training tools and consulting services deliver measurable results.

Clients turn to the experts at ValueSelling Associates for classroom and online training and consulting services that yield immediate impact, repeatable strategies, and sustainable results.

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