

**CUSTOMER RELATIONSHIP MANAGEMENT
COURSE OUTLINE**

A program for all members of the organization including:

- **Manufacturing**
- **Engineering**
- **Quality**
- **Sales administration**
- **Customer service**

The 10-week, 4-hours per class course will include techniques for better internal and external customer communication.

Each participant will learn and practice techniques for:

- **Improved communication skills**
- **Active listening skills**
- **Maintaining your emotional control**
- **Dealing successfully with “difficult” people**
- **Professional telephone behavior**
- **Building productive teams**
- **Process improvement strategies**
- **Analyzing processes**
- **How to keep customers for life**



To get more information please call us at (818) 957-0024.