

Customer Focus Strategy - 6 Days Workshop

Workshop Coverage – Bouquet of Topics – Outline [6 Days]:

[Schedule: 9:15-10:45AM / 11-1PM / 1:45-3:15PM / 3:30-5:30PM]

1. Customer' s Experience Cycle – Effectively Promoting Customer Experience Management
2. Customer' s Needs Hierarchy
3. Anticipating as an Art! – From Real Problem to Real Solution
4. Product' s as Perfect Fits – Models of Tailoring – Providing What Your Customer Need Vs What You Have
5. Engage – Explore – Evolve: Elicit Needs & Enumerate Benefits – Become a Customer Coach
6. Maximize Sales, Minimize Stress!: Strategies, Habits & Insights with Full Sales Pipeline Process Orientation – Universe / Opportunity Filter / Filtered Customers / In the Pipeline Customers / Ready to Flow Customers / Out of the Tap Customers
7. Maintaining & Converting From a Steady Sales Pipeline – Exercises for Mind Programming for Defining the Universe, Selecting Your Customers, Analyzing the Sales Pipeline, Programming Your Sales Effort and Implementing Your Targets!
8. Traverse from Provider to Partner – Make the Right Moves – Collaborate & Synchronize
9. Clinching the Deal at its Best! – Planning, Preparing & Negotiating For Success
10. Effective Objection Handling During Negotiations – Handling Hot Buttons
11. Converting NO into a YES – Avoiding Ten Common Negotiating Mistakes
12. Taking Cues From Body Language During Negotiations – Enable Your Inner Voice To Give Cues!
13. The Dos and Don' ts in Negotiations – Probing Skills – Objection Handling Techniques
14. Sealing the Deal : Writing SMART Agreements
15. Pressing Negotiation Challenges? – Discover Fresh Innovative Strategies

SIEGER TRAINING CONSULTANTS (P) LIMITED

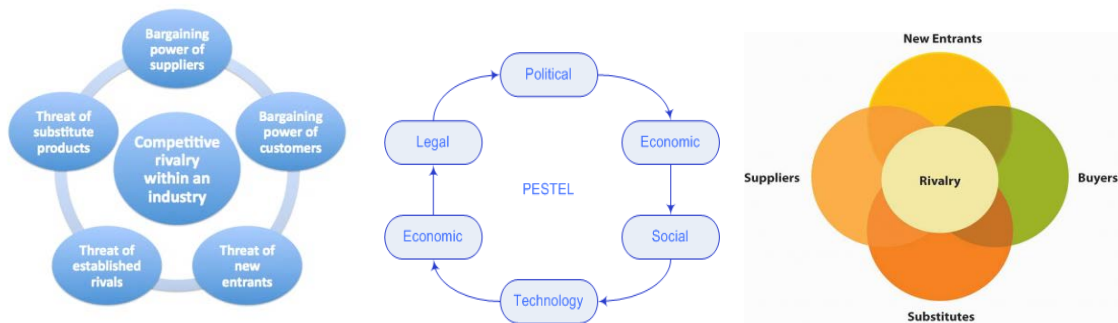
Plot No: 106, Bharathiyar St – Chellappa St Junction, Visalakshi Nagar, Santhosapuram, Chennai – 600073. Tamil Nadu, INDIA.

Ph: +91 44 22781335, +91 44 42837167, HP: +91 9500120969, +91 9500129901, +9840097567, +91 9840059445

Email: training@siegergroups.com | Visit us at: www.siegergroups.com

Customer Focus Strategy - 6 Days Workshop

- 16. Become a Master Negotiator – Unveiling Ten Effective Ways!
- 17. Strategic Marketing Management – Marketing Mix [Product / Price / Place / Promotion] – SWOT Analysis



- 18. Unleash Your Employees – Energize Your Customers – Transform Your Business – PESTEL Framework – Porter' s 5 Forces Model – McKinsey' s 7s Model For Enterprise Business Excellence
- 19. Consumer Product Strategy [Blue & Red Ocean] – Designing Customer Experience Via Multiple Touch Points – Effective Marketing By Connecting The Dots & Promoting Brand Experiences
- 20. Pressures Driving Marketing Performance Strategies – PACE [Pressures / Actions / Capabilities / Enablers] Framework – Top Strategies Employed To Improve Marketing Performance Measurement
- 21. Marketing By Competitive Assessment & Competitive Framework [Process / Organization / Performance Management / Knowledge Management & Innovation / Technology]
- 22. Market Segmentation, Targeting & Positioning – Steps To Success – Required Actions – Drivers For Customer Loyalty – Best Practices For Engaging Customers – Interactive Marketing
- 23. Leveraging Enterprise Segmentation To Enhance Marketing Results – Dimensions & Phases Of Enterprise Segmentation
- 24. Setting Up Marketing Strategy With Right Goals – Five Tests Of A Good Strategy – Barriers To Strategy – Role Of Leadership & Management In Strategy – Strategy in Economic Down Turns

Customer Focus Strategy - 6 Days Workshop

Other Details:

- Payment to be made within 15 days from the date of the invoice.
- All payments must be made by cheque/online transfer etc., drawn in favour of Sieger Training Consultants Pvt. Ltd. Sieger will charge on INR basis only.
- Overseas clients will have to take care of all the training materials directly as briefed by Sieger Training. However, Sieger can procure some (which can be transited) not all, on behalf of the client but any additional charges for custom clearance has to be taken care by client only.
- Facilitators Travel & Food have to be taken care by the client
- Clients will have to arrange LCD, Speakers, Mike on their own.
- Cancellation of confirmed programmes shall be intimated one week in advance else 50% of the total charges shall be applicable.
- Client will recognize the intellectual property rights of Sieger Training and such materials are not to be copied without prior written approval of Sieger Training.
- Take all responsible steps to hold all Sieger Training copyrighted materials confidential to Client.
- Guarantee that no training will be conducted using Sieger Training concepts or material is carried out for employees of Client and Client shall not use Sieger Trainer's without the knowledge of Sieger Training Consultants (P) Limited.
- Ensure that any materials of Sieger Training supplied to internal employee(s) are retained by Client and or returned to Sieger Training in the event that the employee(s) ceases to be employed by the company;
- Ensure that no substantive modification of course design or content occurs without the prior written permission of Sieger Training, which shall not be withheld unreasonably;
- Treat this agreement as confidential and not divulge its contents to third parties;
- Inform Sieger Training of any internal procedures for the payment of invoices.

Follow us on



Let's Stay In Touch [Click Here To Subscribe](#) SIEGER TRAINING INDIA Workshop Updates

Copyright (C) 2015, Sieger Training Consultants (P) Limited, All Rights Reserved.

SIEGER TRAINING CONSULTANTS (P) LIMITED

Plot No: 106, Bharathiyar St – Chellappa St Junction, Visalakshi Nagar, Santhosapuram, Chennai – 600073. Tamil Nadu, INDIA.

Ph: +91 44 22781335, +91 44 42837167, HP: +91 9500120969, +91 9500129901, +9840097567, +91 9840059445

Email: training@siegergroups.com | Visit us at: www.siegergroups.com