TITLE
CRM Essentials Training Program

PRICE
$2,350.00

Course Overview: The CRM Essentials Training Program is designed to equip participants with foundational knowledge and skills necessary to effectively utilize Customer Relationship Management (CRM) systems. This program covers the core concepts, functionalities, and best practices of CRM, with a focus on practical applications and real-world scenarios.

COURSE OBJECTIVES:

- Understand the fundamental concepts of CRM and its importance in business.
- Navigate and utilize the core features of a typical CRM system.
- Manage customer data and interactions effectively.
- Implement CRM best practices to enhance customer satisfaction and business efficiency.
- Analyze CRM data to support strategic decision-making.

COURSE OUTLINE:

Introduction to Customer Relationship Management
- What is CRM?
- Importance of CRM in Modern Business
- Types of CRM Systems
- CRM Market Overview

CRM System Navigation
- Getting Started with a CRM System
- Customizing User Preferences
- Core Modules and Features

Managing Customer Data
- Data Entry and Management
- Data Quality and Maintenance
- Using Data to Enhance Customer Interactions

Sales and Marketing Automation
- Sales Pipeline Management
- Marketing Automation
- Integrating CRM with Other Tools

Visionary Pathways Executive Education Inc.

https://www.visionaryexecutiveed.com/

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COURSE OUTLINE:

Customer Service and Support
- Case Management
- Service Level Agreements (SLAs)
- Customer Feedback and Satisfaction

Analytics and Reporting
- CRM Reporting Basics
- Dashboard Creation and Management
- Advanced Analytics

CRM Best Practices and Case Studies
- Industry Best Practices
- Case Studies
- Future Trends in CRM

Hands-On Projects and Assessments
- Real-World CRM Scenarios
- Assessments
- Final Project Presentation

OUTCOME:

Upon completion of the CRM Essentials Training Program, participants will be equipped with the knowledge and skills to effectively manage and utilize CRM systems. They will be able to implement CRM strategies that enhance customer relationships, streamline business operations, and drive organizational success. Participants who complete the program and assessments will receive a "CRM Essentials Certification."