TAFBE CRM 005

CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE APPLICATION COURSE

Time Duration
8 days (32 hrs)

Course Fee
Rs 8750

Faculty
Senior Industry Consultants

Course's Objectives:

The course will enhance participants' knowledge to:

- Analyze Customer Requirements for CRM
- Prepare Business Blue Print for CRM implementation
- Configure CRM application for Clients
- Use features of CRM application

Participants can help organizations in the following areas:

- Total integration of Marketing, Sales & Customer support process.
- Increase Revenue
- Reduce sales cycle
- Track follow ups
- Track opportunities
- Track customer service requests

Certification Provided By

Transmorphe Management Consultants

COURSE CONTENT

- Organization Structure
- Overview: Marketing, Sales & Customer Care process
- ZOHO CRM Application Features
- Configure ZOHO CRM software
- Managing marketing campaigns
- Managing individual contacts & Leads
- Managing corporate customers & follow ups
- Managing potential business opportunities
- Managing sale staff and another department activities
- Scheduling and assigning tasks
- Managing emails
- Managing business documents
- Managing Sales funnel
- Managing customer support
- Generating business reports
- Generating Sales Analytics dash board

LIVE PROJECT EXPERIENCE

Training Method

- Hands on training using Zoho CRM application
- Simulated Industry case studies
- Online Material for Self Study
- Maximum 15 students in a batch
- Industry Specific Mentoring
- Conference room based interactions with Industry veterans

Training Equipments

- Projector
- Wifi - Internet
- Computer
- Online training material

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MANAGEMENT CONSULTANTS

Breakthrough strategies for Business Transformation