

Building and Maintaining Client Relationships

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“Coming together is a beginning. Keeping together is progress. Working together is success.”

Henry Ford

Programme Outline:

This one day program is designed to help you develop client relationship management behaviours and business processes, to improve client satisfaction and overall business performance.

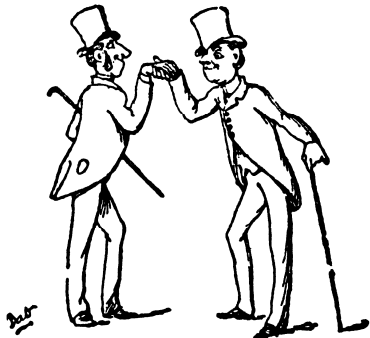
You will learn about:

- The features of excellent client service
- Recognising internal and external clients and developing strategies to serve both
- Converting client requirements into client value propositions
- Client relationship management
- Communicating with clients
- Enhancing client access to services
- How organisations reflect the needs of its current and future clients in its activities
- Client service feedback – collecting, analysing and using data
- Developing positive solutions to client complaints
- Maintaining high standards of client satisfaction

The information, techniques and strategies gained through this program can be used while developing client relationships in all workplaces.

At the end of this course you will:

- Understand the principles of excellent client service
- Know how to identify client needs and how to satisfy them
- Be aware of how to build an outstanding client service team
- Gain knowledge of the importance of maintaining good internal and external client relationships
- Know how to measure client satisfaction



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