



Derek Hendrikz Presents:

# Customer Relationship Management (CRM)

*An advanced workshop in developing and implementing a CRM system...*

---

## About the Workshop:

The [customer relationship management \(CRM\)](#) workshop is a master class presented by [Derek Hendrikz](#) and aims to empower those who work with customers as well as those who are responsible for customer management systems to understand, develop and implement a customer relationship management (CRM) system within their organisations.

On completion of the training programme learners will be able to...

- Understand the CRM process;
- Do customer segmentation;
- Manage and develop customer relationships;
- Calculate and understand customer profitability;
- Assess customer defection risk;
- Develop a customer value proposition (CVP);
- Develop a customer retention strategy;
- Know how to provide exceptional front desk service;
- Respond to customer needs and problems; and
- Know how to deal with difficult customers.

**Programme:**

| Time:       | Day 1:                            | Day 2:  | Day 3:  |
|-------------|-----------------------------------|---|---|
| 08:00-08:30 | Administrative Matters            | Open Window                                     | Open Window                                       |
| 08:30-10:00 | The CRM Process                   | Customer Profitability                          | Providing exceptional front desk customer service |
| 10:00-10:15 | <i>Convenience Break</i>          |   |   |
| 10:15-11:45 | Creating the black box            | Customer Risk Analysis                          | Responding to customer needs and problems         |
| 11:45-12:45 | <i>Lunch</i>                      |   |   |
| 12:45-14:15 | Customer Segmentation             | Developing the Customer Value Proposition (CVP) | Working with difficult customers                  |
| 14:15-14:30 | <i>Convenience Break</i>          |   |   |
| 14:30-16:00 | Customer Relationship Development | Developing your customer retention strategy     | Workshop reflection and evaluation                |

**Day 1:*****The CRM Process:***

- The need for CRM
- The process of attracting, acquiring and retaining customers
- Customer focus vs. customer driven
- Reasons why CRM fail
- Key success indicators for CRM

***Creating the Black Box:***

- Organisational Black Box theory
- Defining inputs
- Defining outputs
- Process theory
- The master scorecard system.
- Direct vs. Inverse organisational relationships.
- Defining behaviour; the anatomy of collective mind – Organisational Paradigm
- The Black Box and organisational values

---

***Customer Segmentation:***

- Basic principles of customer segmentation
- Identifying target markets
- Profiling variables
- Profile design
- Profile / product mapping

---

***Customer Relationship Development:***

- Retention through relationships (process and theory)
- Defining relationship levels
- Defining and quantifying relationship level criteria
- Assessing customers
- Relationship strategy

**Day 2:**

---

***Customer Profitability (option 1 – public service and non-profit organisations):***

- Understanding customer theory in the public service and non-profit organisations
- Defining the people who sponsor your existence
- Customer efficiency strategies
- The impact of poor customer service in the public and non-profit sectors

---

***Customer Profitability (option 2 – private enterprise):***

- Credit risk management
- Assessing customer profitability
- Customer effectiveness strategies
- Cost of retaining profitable customers vs. cost of acquiring such customers

---

***Customer Risk Analysis:***

- What are the risks within CRM?
- Calculating probability of losing customers
- Calculating impact of losing customers
- Developing customer loss mitigation and contingency plans

---

***Developing the Customer Value Proposition (CVP):***

- Adding value through products and services
  - Adding value through our people
  - Adding value through producing relevant results
  - Adding value through communication
  - Creating an overall 'WoW' customer experience
- 

***Developing your Customer Retention Strategy:***

- The cost of farming vs. the cost of hunting
- Evolution or revolution?
- Analysing the need to compete
- Do we cut the pie or do we create a new pie (Red vs. Blue)?
- Developing the process / project ratio
- Making the choice
- Identifying and developing strategic projects that will enhance customer retention

**Day 3:**

---

***Providing Exceptional Front Desk Customer Service:***

- Defining the 'moment of truth'
- Understanding the power of complaints
- The impact of customer memory
- The customer feedback loop
- KPI's for effective front desk service

---

***Responding to Customer Needs and Problems:***

- What do customers want?
- Price vs. quality
- The problem – resolution process
- Negotiating win/ win solutions

---

***Working with Difficult Customers:***

- Rules of handling difficult customers
- You can choose how to react!
- Two phases of handling difficult people
- Seven steps to dealing with difficult customers

---

**About Your Presenter...**

Derek Hendrikz is a renowned international strategic leadership & management [trainer](#), [speaker](#) and [consultant](#) who during the past twenty years have satisfied beyond [50 000 happy participants](#) in more than [150 companies](#) in over a dozen countries worldwide. In the field of strategy development he has successfully completed more than 40 international [consulting projects](#).

He specialises in the training of executive teams and is mostly contracted to train Board Members and EXCO teams in the field of strategy development, implementation, change management, leadership, and other executive areas.

On the social networking front he has thousands of followers and downloads on [YouTube](#), [FaceBook](#), [SlideShare](#), [Twitter](#), [LinkedIn](#) and others...



[www.derekhendrikz.com](http://www.derekhendrikz.com)



---

**Training Methodology:**

Derek Hendrikz is a Certified Professional Trainer (CPT) with the [Southern Africa Professional Trainers Association \(SAPTA\)](#). In terms of ratings, [Derek](#) is internationally acclaimed and beyond comparison with thousands of [highly satisfied customers](#). The methodology is based on interactive learning, i.e. learners will learn by doing. Inspirational presentations are combined with facilitated sessions and experiential exercises. Furthermore learners will use examples from their own organisations, thus ensuring that learning is anchored at their workplace. As with all [Derek's](#) training programmes, he strives to effect actual change back at the workplace through effective and practical outcomes based training.



## Enquiries & Bookings

### Annelize Burger

*Derek Hendrikz Consulting Office Manager*

Pretoria, South Africa

Main: +27 12 567 2824

Mobile: +27 71 873 2568

[admin@derekhendrikz.com](mailto:admin@derekhendrikz.com)

[www.derekhendrikz.com](http://www.derekhendrikz.com)



[www.derekhendrikz.com](http://www.derekhendrikz.com)

