

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/76508](http://www.amanet.org/76508)

# Customer Retention

## Create a sales process to improve customer relationships and retain customers for life.

For a Customer Relationship Management (CRM) strategy to succeed, you will need to build a customer-focused culture within your organization.

In this 3-day course, you will discover how to develop a strong, consistent and successful corporate strategy that is focused on customer acquisition and retention. This involves designing a solid sales process, training your sales organization and developing an effective CRM strategy. Now, you can turn around struggling sales reps, meet revenue projections and boost customer loyalty. Because retaining customers is far less costly than acquiring new customers, you will realize bottom line benefits. Best of all, the goal of retaining customers for life becomes achievable.

### How You Will Benefit

- Stop wasting time with the wrong customers
- Identify sales reps' best practices and increase the productivity of your sales teams
- Optimize resources and reduce sales cycles to dramatically increase revenue
- Align your marketing and sales activities
- Determine the ROI of your CRM or marketing campaigns and boost results

### What You Will Cover

- Understanding why CRM projects fail and the effect of dissatisfied customers
- Identifying profitable segments and rewarding loyal customers
- Building a workable sales process including sales training, pipeline management and marketing to the right targets
- Understanding and developing a CRM strategy involving GAP analysis, collecting customer information, creating customer profiles
- Aligning CRM strategies and computing ROI
- Becoming a smart marketer who uses personalization, CRM technology, drip marketing and automated touches to acquire qualified leads

### Who Should Attend

CEOs and presidents, national and regional sales managers and directors,

marketing directors and managers and account executives interested in increasing

marketing directors and managers and account executives who want to improve customer retention.

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