TRAINING AND SUPPORTING THE COMPANY'S STAKEHOLDERS



BUSINESS STRATEGY AND CUSTOMER MANAGEMENT

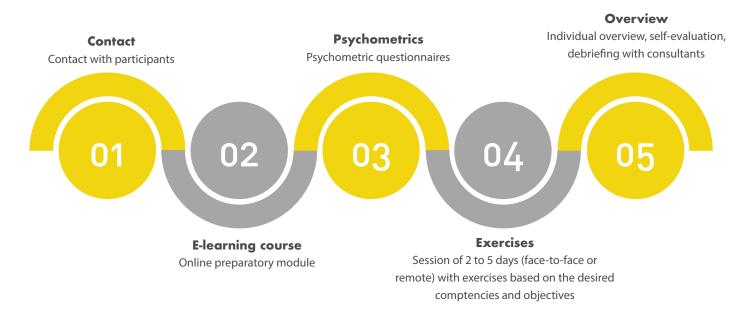
OBJECTIVES

- Understanding of the requirements for successful customer management.
- Selection and prioritization of clients and audiences.
- •Definition of client-specific service offerings
- Development of individual acquisition and retention strategies
- Development of negotiation strategies and successful implementation of them
- Development of skills for successful customer management

TARGET PUBLIC

All employees

PROCESS







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