
RELATIONSHIP MANAGEMENT

LENGTH

2 Hours + Coaching

CERTIFICATION**FORMAT**

Live

Companies don't make decisions, people do. That's why starting, growing, and managing customer relationships is critical to success in B2B sales.

In this module, participants will learn how to use routine and process-oriented tactics to build lasting relationships with their customers. We'll start by defining an approach to effective relationship management and then we'll apply this approach to four challenging scenarios common to all business relationships.

LEARNING OUTCOMES

After taking this course, you should be able to:

- Assess the quality of your business relationships
- Apply relationship management tactics to enrich current client relationships
- Organize your routines and processes to address a large volume of relationships

COURSE OUTLINE

**Understanding Business
Replationships**

Distinguishing companies vs
people

Relationship
management vs relationship
selling

The relationship as a living
thing

**Relationship
Management**

- Establishing routine,
process-oriented
communication
- Assessing the health of your
business relationships
- Avoiding the 3 relationship
killers

**Approaching High-
Risk/High-Reward
Scenarios**

- Key individuals
- Multi-level B2B relationships
- Personnel changes
- Problems, mistakes, bad
news