

Course details

Course Name:	Sales Process and Customer Relationship Management
Duration:	7 hours
Fee:	169 USD/Participant
Level:	Pre-Intermediate
Language:	English and Dari
Date:	2 nd Week of August
Others:	Lunch and refreshments are included in the fee

Introduction

Sales is the key and even the only factor of revenue generation in a company, sales is not something just happening rather it is a process if followed properly from the beginning will certainly make each sales attempt successful. This course introduces the process of sales in detail and equip the trainees with practical knowledge of how to strategically manage the sales process and finally close the sales successfully. Further the course teaches what Customer Relationship Management (CRM) is and how to use CRM to systematically manage the relation with customer through the lifecycle and make every customer a loyal one for the company.

What topics are covered?

1. Understanding the customer life cycle
2. Understanding the sales process
3. Understanding the role of marketing, sales and customer relation through the customer lifecycle
4. Understanding the customer relationship management (CRM)
5. Hands-on drive of a CRM software

What benefits companies receive whose staff attend this program?

Market environment is changing, due to reduction of international community aid and activities in Afghanistan most of companies are losing their strong customers which negatively effects the revenue of these companies. To overcome this situation the companies need to focus on sustainable customers in small but real market of Afghanistan.

Since customers are less but competition is more each company has to fight hard for their share in the market, the victory is with those who are backed with great soldiers (salesforce). This training assists the salesforce of your company to understand the core of the sales process and customer service, the knowledge gained will help them follow strategically each and every inquiry directed to you and bring in more sales and loyal customer for your company.

Your company will also receive a three month subscription to our online Customer Relationship Management service valued 300 USD all free of charge.

Who should attend?

1. Staff in marketing, sales and customer service division
2. Individuals interested in jobs related to marketing, sales and customer service

What are pre-requisites for attendees?

1. Interest in subject matter
2. Moderate English proficiency
3. Ability to read and write

What special offer is available?

Companies nominating more than 2 employees for the training will receive a group benefit of 15% flat and one additional month of free subscription to our online Customer Relationship Management service.

How to reserve your seats now?

Contact us today at **+93 799 47 65 19** or **+93 797 01 60 60** to reserve your seat. The reservation can also be done online by browsing www.aghaez.com . You can email to trainings@aghaez.com to reserve your seat.