



Category 4

***Customer
Management, Sales &
Marketing
(CSM)***



Customer Management, Sales & Marketing (CSM)

	Course Title	Hours	Duration
Customer Management			
1	Advanced Customer Care Skills	20	3-4 Days
2	Strategic Customer Care	20	3-4 Days
3	Customer Relationship Management (CRM)	20	3-4 Days
4	Customer Delight	20	3-4 Days
5	Fulfilling Your Customer Requirements	15	2-3 Days
6	Effective Customer Service	25	4-5 Days
7	Advanced Key Account Management	22	4-5 Days
8	NLP Effective Customer Service Skills	25	4-5 Days
9	Customer Experience Ownership Skills	20	3-4 Days
10	Effective Customer Service & Telephone Skills	8	1-2 Days
11	The Art of Achieving Customer Service Excellence	20	3-4 Days
Sales Development			
12	Advanced Selling Techniques & Negotiation Skills	20	3-4 Days
13	Competitive Selling Skills	20	3-4 Days
14	Customer - Focused Selling Techniques	20	3-4 Days
15	Sales Strategy	20	3-4 Days
16	Leadership Excellence for Linking Performance to Sales Strategy	20	3-4 Days
17	Advanced Sales Management	20	3-4 Days
18	Advanced Key Account Management	22	4-5 Days
19	Increasing Sales Through Embracing Change & Delighting Customer	15	2-3 Days

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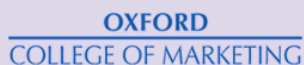
Marketing Development

20	Fundamentals Of Marketing	20	3-4 Days
21	International Marketing	25	4-5 Days

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Please Contact Us At :

Tel : +973 17643663 E-mail : info@horizons-hrd.com