

# Workshop on Good Customer Relations

Your tomorrow will be same as today, if you keep working like yesterday.

## **DESCRIPTION:-**

Mr. Anurag Aggarwal has been a successful business entrepreneur. He has been in the market for over 15 years and therefore knows the exact basics of maintaining good customer relations. He exactly knows how to deal with customers in the benefit of both of them, the customer and himself. Maintaining good, cordial relations with customers is the key strength of a flourishing business.



The basic purpose of this workshop is to enable the employees of the corporate to serve customers and take their criticism positively without taking rebellion. The programme enables you to be able to learn the salient features of maintaining good relations in the marketing arena.

## **Designed for:**

Salespersons, marketing executives, customer care executives and all employees in direct or indirect contact with the customers.

## **Duration:**

One day workshop (6 and a half hours excluding breaks)

## **Contents:**

- \* Organizations don't create leaders, customers do.
- \* Give them more than they expect and that too cheerfully
- \* First think about your customer's benefits, then he will think about you.
- \* Don't sell what you want, give what he wants.
- \* Like money begets money, customer begets customers.
- \* Earning the confidence of the customer is more important than earning profit.
- \* It is necessary to make new customers. It is all the more essential to maintain the old ones.
- \* Buyer does not want an explanation. He is interested in his own gains.
- \* How to get one time dealers back with you along with regular ones.
- \* Never hesitate to ask for your own money.

## **Methodology :**

- \* Motivational Training (no lectures or monologue)
- \* Role plays and exercises.
- \* Sharing live examples. (Experiential Learning)
- \* Inviting participants on stage to share their experiences.
- \* Games related to the topic to make learning easy and fun.
- \* Power point slides and video clips.
- \* Question-Answers at the end of every session.

- **Before Workshop**

Participants can send their problems and questions, if any, two days in advance at [info@anuragaggarwal.com](mailto:info@anuragaggarwal.com)

## **After Workshop :**

- \* Participants can take Mr. Aggarwal's personal email & mob. no. and can get their problem solved.
- \* How to develop confidence
- \* How to start a talk
- \* How to close a talk
- \* How to make the middle body of the talk
- \* How to talk in terms of your listener's interests
- \* Making the talk to convince
- \* How to speak with contagious enthusiasm
- \* How to make impromptu talks
- \* How to organize longer talks
- \* Voice modulation
- \* How to introduce speakers
- \* How to improve your diction
- \* Platform presence and personality
- \* Body language
- \* Group discussions

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