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Reviews

The publication is straightforward in study safer to recognize. It is writter in straightforward words and never hard to understand. Its been printed in an extremely straightforward way and it is just after i finished reading this book through which basically modified me, affect the way i think.

(Percy Bernhard)

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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 178 Publisher: China Labor and Social Security Publishing House Pub. Date :2006-6-1. This book is the Ministry of Labor and Social Security Training and Employment Department recommended materials for vocational college students teaching specialized courses and training by the Ministry of Labor and Social Security office to compile teaching materials. This book covers to find potential customers. customer information management. account management. customer experience management. customer satisfaction management. customer loyalty management and customer relationship management (crm) seven parts of the training topics. using the steps. case studies. simulation. graphics. presentation of relevant knowledge. focusing on specific. practical strategies and operational customer management skills. with strong practicality and maneuverability. Teaching hours in 40 hours or so. Written by Yang Lihui editor and is responsible for the overall framework to design. write the outline. first draft of the additions and deletions modify. draft and final system. Specific chapters of the book division is as follows: Yang Lihui (Module I. Module II. Module III). Li Weiping (Module IV. module VII). Pan Yiping (Module 5. Module 6). Written by Xiachang Xiang. Lu Yongzhong trial. This book can serve as institutions of higher education marketing. business management and other professional teaching books or training materials. corporate marketing. customer management. customer service personnel. purchasing personnel have practical guide. Contents: Module I look for potential customers (proposed class: 6) Training topics 1 Who are your potential customers (proposed hours: 1.5) Training Topic 2 basic ways to find potential customers (proposed hours: 1.5) Training Topic 3 development potential customers (proposed hours: 1.5) Training Topic 4 How to potential customers into new customers (recommended hours: 1.5) Module II Customer Information Management (Suggested lesson: 6) Training topics...



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