

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Certificate in Relationship Selling & CRM

Practitioner Level



Certificate in Relationship Selling & CRM

Advanced Relationship Selling, CRM, Coaching and CRM, Comprehensive in
Consistent and Sustainable Growth and Continuous Improvement
Business Development and Growth of CRM and CRM

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Reference RT-RSC-P • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	RT-RSC-P
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Advanced Relationship Selling Strategies

5 chapters · 30 classes 90 marks

• 1 Understanding Customer Relationship Dynamics — 6 classes

› 1.1 Exploring the Foundations of Customer Relationship Dynamics

› 1.2 Identifying Key Components of Relationship Selling

› 1.3 Analyzing the Customer Journey in Relationship Management

› 1.4 Differentiating Between Transactional and Relationship-driven Sales

› 1.5 Examining the Role of Emotional Intelligence in Customer Interactions

› 1.6 Applying Strategic Listening Techniques to Enhance Customer Engagement

• 2 Advanced Communication Techniques in Retail — 6 classes

› 2.1 Mastering Active Listening in Retail Environments

› 2.2 Enhancing Non-Verbal Communication with Customers

› 2.3 Developing Empathy to Strengthen Customer Relations

› 2.4 Using Persuasive Language to Influence Buyer Decisions

› 2.5 Tailoring Communication Techniques to Different Customer Types

› 2.6 Implementing Feedback for Continuous Communication Improvement

• 3 Leveraging CRM Systems for Relationship Selling — 6 classes

› 3.1 Understanding CRM Components in Relationship Selling

› 3.2 Analyzing Customer Data for Enhanced Engagement

› 3.3 Integrating CRM Insights into Sales Strategies

› 3.4 Customizing CRM Tools for Specific Sales Scenarios

› 3.5 Applying CRM-Driven Techniques in Client Interactions

› 3.6 Measuring the Impact of CRM on Relationship Selling

• 4 Building Long-Term Customer Loyalty in Retail — 6 classes

› 4.1 Understanding Customer Needs in Retail

› 4.2 Developing Personalized Engagement Strategies

› 4.3 Leveraging CRM Tools for Enhanced Customer Interaction

› 4.4 Building Emotional Connections with Customers

› 4.5 Implementing Customer Feedback for Continuous Improvement

› 4.6 Crafting Loyalty Programs to Enhance Retention

• 5 Strategic Relationship Management and Sales Optimization — 6 classes

› 5.1 Understanding the Foundations of Strategic Relationship Management

› 5.2 Identifying Key Stakeholders in Relationship Selling

› 5.3 Building Trust and Credibility with Clients

› 5.4 Leveraging CRM Tools for Enhanced Sales Optimization

› 5.5 Developing Tailored Engagement Strategies

› 5.6 Measuring and Analyzing Relationship Management Success

• 1 Understanding CRM Systems in Retail — 6 classes

- › 1.1 Exploring the Basics of CRM Systems in Retail
- › 1.2 Identifying Key Features of Retail CRM Tools
- › 1.3 Analyzing Customer Data Management in Retail
- › 1.4 Understanding CRM Integration with Retail Platforms
- › 1.5 Evaluating CRM System Benefits for Retail Businesses
- › 1.6 Applying CRM Strategies to Enhance Retail Customer Engagement

• 2 Core Features and Functions of Retail CRM Tools — 6 classes

- › 2.1 Understanding the Basics of Retail CRM Tools
- › 2.2 Navigating CRM Dashboards Effectively
- › 2.3 Managing Customer Data with CRM Systems
- › 2.4 Utilizing CRM Tools for Sales Tracking
- › 2.5 Implementing Customer Segmentation Strategies
- › 2.6 Analyzing CRM Reports for Business Insights

• 3 Data Management and Segmentation in Retail CRM — 6 classes

- › 3.1 Understanding Data Management in Retail CRM
- › 3.2 Identifying Key Data Types in CRM Systems
- › 3.3 Analyzing Customer Data for Segmentation
- › 3.4 Implementing Data Segmentation Techniques
- › 3.5 Leveraging Segmented Data for Targeted Marketing
- › 3.6 Evaluating the Effectiveness of CRM Data Segmentation

• 4 Integration of CRM with Retail Sales Processes — 6 classes

- › 4.1 Understanding the Role of CRM in Retail Sales
- › 4.2 Exploring Key Components of CRM Systems
- › 4.3 Analyzing Customer Data for Sales Optimization
- › 4.4 Integrating CRM with Point-of-Sale Systems
- › 4.5 Automating Sales Processes with CRM Tools
- › 4.6 Evaluating CRM Performance in Retail Environment

• 5 Leveraging CRM Analytics for Customer Insights — 6 classes

- › 5.1 Understanding CRM Analytics Fundamentals
- › 5.2 Exploring Key Metrics in CRM Systems
- › 5.3 Analyzing Customer Data for Actionable Insights
- › 5.4 Visualizing CRM Data with Dashboards
- › 5.5 Identifying Customer Behavior Patterns
- › 5.6 Applying CRM Analytics to Improve Sales Strategies

• 1 Understanding Customer Data and Its Relevance in Retail — 6 classes

- › 1.1 Discovering the Importance of Customer Data in Retail
- › 1.2 Identifying Key Types of Customer Data
- › 1.3 Analyzing Customer Data for Retail Insights
- › 1.4 Understanding Customer Behavior Through Data Analysis
- › 1.5 Employing CRM Systems to Enhance Data Utilization
- › 1.6 Applying Customer Data Strategies to Boost Retail Sales

• 2 Data Collection Techniques and Tools in Retail Environments — 6 classes

- › 2.1 Understanding Customer Data Needs in Retail
- › 2.2 Identifying Key Data Collection Points
- › 2.3 Exploring Data Collection Tools and Technologies
- › 2.4 Applying Data Collection Techniques Effectively
- › 2.5 Analyzing Data Quality and Integrity
- › 2.6 Leveraging Collected Data to Enhance CRM

• 3 Analyzing Customer Data for Insights and Trends — 6 classes

- › 3.1 Understanding Customer Data Sources
- › 3.2 Identifying Key Customer Metrics
- › 3.3 Visualizing Customer Data Effectively
- › 3.4 Uncovering Patterns in Customer Behaviour
- › 3.5 Interpreting Customer Data for Business Insights
- › 3.6 Applying Data Analysis to Predict Trends

• 4 Implementing Customer Data Insights into CRM Strategies — 6 classes

- › 4.1 Understanding Customer Data Insights
- › 4.2 Analyzing Patterns and Trends in Customer Data
- › 4.3 Translating Data Insights into CRM Objectives
- › 4.4 Designing CRM Strategies Based on Data Insights
- › 4.5 Implementing Data-Driven Tactics in CRM Systems
- › 4.6 Evaluating the Effectiveness of CRM Data Integration

• 5 Ethical Considerations and Compliance in Customer Data Management — 6 classes

- › 5.1 Understanding Ethical Principles in Data Management
- › 5.2 Recognizing the Importance of Data Privacy
- › 5.3 Exploring Legal Frameworks for Customer Data
- › 5.4 Identifying Key Compliance Regulations in Data Handling
- › 5.5 Implementing Ethical Data Practices in CRM
- › 5.6 Evaluating Compliance Strategies in Customer Data Management

• 1 Understanding Customer Feedback and Its Importance in Retail

— 6 classes

- › 1.1 Exploring the Role of Customer Feedback in Retail Success
- › 1.2 Identifying Key Types of Customer Feedback
- › 1.3 Analyzing the Impact of Feedback on Customer Experience
- › 1.4 Examining Methods for Collecting Customer Feedback
- › 1.5 Interpreting Customer Feedback to Drive Improvements
- › 1.6 Implementing Strategies to Encourage Customer Feedback

• 2 Designing Effective Feedback Collection Methods — 6 classes

- › 2.1 Understanding the Importance of Feedback in Relationship Selling
- › 2.2 Identifying Key Feedback Channels for Customers
- › 2.3 Designing Questions that Elicit Valuable Customer Insights
- › 2.4 Implementing Technology Tools for Efficient Feedback Collection
- › 2.5 Analyzing Customer Feedback for Actionable Insights
- › 2.6 Applying Feedback to Improve Customer Relationships and CRM Strategies

• 3 Analyzing and Interpreting Customer Feedback Data — 6 classes

- › 3.1 Understanding the Value of Customer Feedback
- › 3.2 Identifying Key Metrics in Feedback Data
- › 3.3 Techniques for Classifying Customer Feedback
- › 3.4 Utilizing Tools for Analyzing Feedback Data
- › 3.5 Interpreting Patterns and Trends in Customer Feedback
- › 3.6 Developing Actionable Insights from Feedback Analysis

• 4 Integrating Feedback into CRM Systems for Enhanced Customer Relations — 6 classes

- › 4.1 Understanding the Role of Feedback in Customer Relationships
- › 4.2 Recording Customer Feedback Effectively in CRM Systems
- › 4.3 Analyzing Feedback Data for Actionable Insights
- › 4.4 Integrating Feedback Mechanisms into CRM Platforms
- › 4.5 Implementing Feedback-Driven Customer Engagement Strategies
- › 4.6 Evaluating the Impact of Feedback on Customer Relations

• 5 Developing Strategies for Feedback-Driven Customer Experience Improvement — 6 classes

- › 5.1 Understanding the Importance of Customer Feedback
- › 5.2 Identifying Key Feedback Channels and Techniques
- › 5.3 Analyzing Customer Feedback for Actionable Insights
- › 5.4 Prioritizing Feedback for Effective Response Strategies
- › 5.5 Developing a Feedback-Driven Improvement Plan
- › 5.6 Implementing Continuous Improvements Based on Feedback

• 1 Understanding CRM Systems in Retail Sales — 6 classes

- › 1.1 Exploring the Basics of CRM Systems in Retail
- › 1.2 Identifying Key Features of Retail CRM Software
- › 1.3 Analyzing Customer Data for Sales Insights
- › 1.4 Integrating CRM Systems with Sales Strategies
- › 1.5 Enhancing Customer Experience through CRM Tools
- › 1.6 Measuring the Impact of CRM on Retail Sales Performance

• 2 Analyzing Customer Data for Personalized Experiences — 6 classes

- › 2.1 Understanding the Importance of Customer Data in CRM
- › 2.2 Identifying Key Customer Data Metrics
- › 2.3 Exploring Data Collection Techniques
- › 2.4 Analyzing Customer Behavior Patterns
- › 2.5 Leveraging Data for Personalized Customer Interactions
- › 2.6 Implementing Strategies for Enhanced Customer Engagement

• 3 Integrating CRM with Innovative Sales Strategies — 6 classes

- › 3.1 Understanding CRM and Its Importance in Sales Strategies
- › 3.2 Exploring Innovative Sales Techniques in Modern Marketing
- › 3.3 Analyzing the Synergy Between CRM and Sales Methodologies
- › 3.4 Implementing CRM to Enhance Sales Performance
- › 3.5 Leveraging CRM Data for Strategic Sales Decisions
- › 3.6 Evaluating the Impact of Integrated CRM-Sales Strategies

• 4 Leveraging Advanced CRM Features for Team Collaboration — 6 classes

- › 4.1 Exploring Advanced CRM Capabilities for Team Synergy
- › 4.2 Integrating Collaborative Tools within CRM Systems
- › 4.3 Customizing CRM Dashboards for Enhanced Team Workflows
- › 4.4 Facilitating Real-time Communication via CRM Platforms
- › 4.5 Analyzing Data Sharing Features for Improved Team Outcomes
- › 4.6 Implementing Workflow Automation to Boost Team Efficiency

• 5 Evaluating CRM Effectiveness Through Metrics and Feedback — 6 classes

- › 5.1 Understanding Key Metrics in CRM Evaluation
- › 5.2 Collecting and Analyzing Customer Feedback
- › 5.3 Measuring Customer Satisfaction and Retention
- › 5.4 Interpreting CRM Performance Data
- › 5.5 Identifying Areas for CRM Improvement
- › 5.6 Applying Feedback to Enhance CRM Strategies

• 1 Understanding Customer Needs and Preferences — 6 classes

- › 1.1 Discovering the Importance of Customer Needs
- › 1.2 Recognising Diverse Customer Preferences
- › 1.3 Identifying Key Customer Pain Points
- › 1.4 Analyzing Behavioral Patterns in Customers
- › 1.5 Tailoring Personalised Sales Strategies
- › 1.6 Applying Customer Feedback for Improved Sales

• 2 Developing Personalized Communication Techniques — 6 classes

- › 2.1 Understanding the Basics of Personalized Communication
- › 2.2 Identifying Customer Preferences and Needs
- › 2.3 Crafting Tailored Messaging for Different Audiences
- › 2.4 Implementing Adaptive Sales Techniques
- › 2.5 Utilizing CRM Tools for Customized Interactions
- › 2.6 Measuring the Effectiveness of Personalized Strategies

• 3 Utilizing CRM Systems for Personalization — 6 classes

- › 3.1 Understanding CRM Systems: Foundations for Personalization
- › 3.2 Exploring CRM Tools: Key Features and Functions
- › 3.3 Integrating Customer Data: Enhancing Sales Strategies
- › 3.4 Analyzing Customer Interactions: Tailoring Engagements
- › 3.5 Leveraging CRM Insights: Building Personalized Sales Journeys
- › 3.6 Measuring Success: Evaluating Personalization Impact in CRM

• 4 Crafting Tailored Sales Presentations — 6 classes

- › 4.1 Understanding the Audience: Identifying Key Needs and Preferences
- › 4.2 Structuring Presentations: Crafting a Compelling Narrative
- › 4.3 Personalising Content: Integrating Client-Specific Information
- › 4.4 Using Visuals Effectively: Enhancing Engagement with Visual Aids
- › 4.5 Delivering with Impact: Techniques for Persuasive Communication
- › 4.6 Receiving Feedback: Refining Presentations Based on Client Input

• 5 Evaluating and Enhancing Personalization Strategies — 6 classes

- › 5.1 Understanding the Basics of Personalization in Sales
- › 5.2 Identifying Customer Preferences and Behaviors
- › 5.3 Analyzing Current Personalization Strategies in Use
- › 5.4 Applying Data-Driven Techniques to Enhance Personalization
- › 5.5 Measuring the Effectiveness of Personalization Approaches
- › 5.6 Adapting and Refining Strategies for Improved Customer Engagement