

relationship marketing & lifetime value

description	A one or two-day workshop to explore the principles of relationship marketing and customer lifetime value and their implications for proposition development and marketing communications.
who should attend	Marketing or sales personnel responsible for product and proposition development or for customer strategy & management
features	<p>Relationship marketing v transactional marketing Customer lifetime value Customer profiling Assessing customer risk & opportunity Identifying & creating value Value mapping Developing & communicating value propositions Perception mapping & competitive positioning Consultative sales techniques Developing value based marketing and sales communications & collateral</p> <p>Case study</p> <p>Individual sessions - Delegates will be able to discuss their particular issues in one-on-one discussions</p>
format	<ul style="list-style-type: none">• Tutorial style presentation of concepts & techniques.• Full delegate participation in practical exercises and group work.• Exercises to help delegates apply principles in their own organisation• One-on-one sessions
benefits	<ul style="list-style-type: none">• Identification of customer importance & value• Development of stronger customer relationships• Improvements in customer retention & profitability

relationship marketing

For more details of our consultancy and training support

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