

RELATIONSHIP MANAGEMENT



3 Months Program

What is Relationship Management

Relationship Management is a strategy in which an organization maintains an ongoing level of engagement with its audience. This management can occur between a business and its customers (Business to Consumer [B2C]) or between a business and other businesses (Business to Business [B2B]). Relationship Management aims to create a partnership between an organization and its patrons, instead of viewing the relationship as merely transactional.

Tutor Details

Mrs. Spoorthi Shaw is an authority in Relationship Management with an acclaimed MBA in Marketing, where she specialised in customer Relationship & Business Analytics.



Spoorthi Shaw

She has a remarkable four years of experience, out of which, for two years, she worked as a Channel Relationship Manager at the illustrious Aditya Birla Group. Her prowess as a Customer Relationship Officer and Online Relationship the Manager is unparalleled.



Course Structure

- 3 months E-Learning
- Live Session for Doubt Clearance (Monday to Friday 10 AM to 7 PM)
- 100% Placement Assistance

Certification



AVODHA Course Completion Certificate



HubSpot Inbound Marketing Certificate (UnPaid)

Fees Structure

- Admission Fee : 3,800
- Total Fee : 13,800

Avodha provides Job-oriented courses in an affordable price. The total price of our course is ₹13,800/- ; but to avail the course, he/she has to pay only ₹3,800/- as an admission fee & rest of the amount ₹10,000/- has to be paid only after getting the job related to the course he/she joined at Avodha, ie., The first installment ₹5,000/- has to pay on the first day of his/her employment in a job wherein they are placed through Avodha. And the second payment of ₹5,000/- needs to be done once the student completes 30 days of employment in the Job they have been placed via Avodha.

COURSE CURRICULUM

How To Become A Master Salesperson?

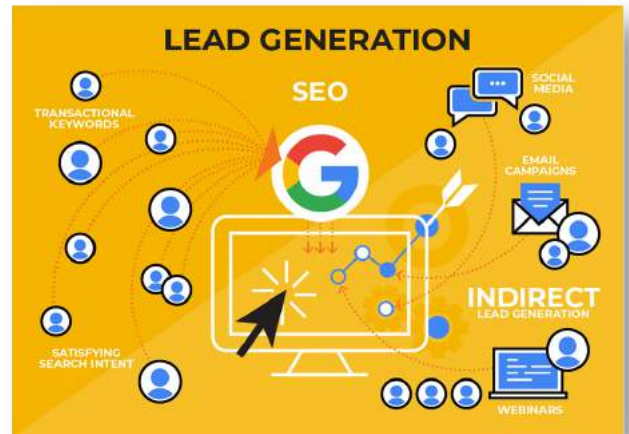
- Be A Brilliant Sales Marketer
- The Smart Way & Lead Generation
- Social Skills & Emotional Intelligence

Sales Funnel

Business Idea To A Venture Capitalist

Selling -Meaning & Different Aspects

- Dissolving The Common Myths About Being A Great Salesperson
- Foundation Of All Sales Success
- How To Find What Your Prospects Actually Want To Buy And How To Sell The Way Your Prospects Buy?



- How To Develop A Strong List Of Potential Customers?
- Reasons For Losing The Sales

Open

- 6 Steps Sales Success System
- Opening The Sales Conversation
- Identifying & Getting To The Decision Maker
- How To Easily Deal With Upfront Objections.

Discover

- The Art Of Qualifying And Developing A Sales Opportunity
- Problems Faced By Salespeople And What To Do To Overcome It

Some reasons why leads go cold and sales are lost

- First response is too slow
- Landing pages are too slow or not mobile compatible
- No lead-scoring strategy in place
- Bombarding your lead with the wrong questions/information
- Not keeping your promises: follow up calls, emails, or requests for information, etc.

**Problems Faced By Salespeople
And What To Do To Overcome It**

**Overcoming The Resistance
(Way & Common Objections)**

Follow-up & Conclusion

Different Types Of Communication

Different Types Of Skills

Types of Communication



Offline Center



Kochi
(Head Quarters)



Hyderabad



Mumbai



Bangalore



Chennai



Delhi



Trivandrum



Ernakulam



Kannur

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Thrissur



Kottayam



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Ernakulam Offline Center

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Cinemas Building,
Seaport - Airport Road,
Vidya Nagar Colony,
Kakkanad, Kerala 682022

Kannur Regional office

3rd Floor, Rubco House,
near Mother and Child Hospital,
Caltex, Kannur, Kerala 670012

Trivandrum Regional Office

2nd Floor Asiatic Business
Centre Near Technopark Phase
3 Campus, Kazhakkootam,
Kerala - 695582

Hyderabad Regional Office

Level 6, N Heights,
HITEC City, Hyderabad,
Telangana - 500081

Delhi Regional Office

1st Floor, B-39, Connaught
Place, New Delhi,
Delhi - 11000

Kozhikode Offline Center

Sreevalsam Building, State Highway 29,
East Nadakkave,
Nadakkave, Kozhikode, Kerala 673006

Bangalore Regional Office

GoodWorks Infinity Park,
Electronics City Phase 1,
Bengaluru Karnataka - 560100

Mumbai Regional Office

10th Floor, Parinee Cresenzo,
Mumbai, Maharashtra - 400051

Kottayam Offline Center

The Dispensary by Creative Coworking Cube (C³)
Thamarapally,
Pulimoodu JN, SH 1, Kottayam, Kerala 686001

Thrissur Offline Center

dewSpace - Coworking, G6C2+XCR, West Fort,
Asvary Nagar, Ayyanthole, Thrissur, Kerala 680011