



BUILDING RELATIONSHIPS WINNING CUSTOMERS

Available over Face-To-Face / Virtual Classroom

An IBF Accredited Programme

IBF Course Code: P210703LWP / TGS-2022601737

Customer Relationship & Stakeholder Management

B5. Customer Experience Management - Level 3 (FSE-CEX-3002-1.1-1)

COURSE SYNOPSIS & OUTLINE

Why do relationships matter to your sales? Building good relationships with both new and existing clients allow businesses to establish a more personalised and enticing customer experience. According to research done by Price Waterhouse Coopers, customers are willing to pay a price premium of up to 18% for luxury and indulgence services, simply by receiving a great customer experience.

Therefore, in the event of a conflict where unhappy customers are not willing to do business with your company ever again, it makes sense to win back the sales through effective conflict resolution. After all, it costs so much more to attract than retain a customer.

This 2-day programme focuses on genuine human interaction that goes a long way in this world where such interactions across touchpoints can make a positive difference to the organisation.

Course Duration: 2-days (16-CPD hours)

Target Audience: Sales, Service and Ops personnel in the Financial Industry

FOR ENQUIRIES

Please contact MCLS:
enquiry@mcls.com.sg
(65) 6980 0678

mcls.com.sg

COURSE FEE: \$1,296
AFTER IBF SUBSIDIES, YOU PAY:

CORPORATE & INDIVIDUAL

\$456 NETT

SINGAPORE CITIZENS AGED 40
YEARS OLD AND ABOVE

SINGAPORE CITIZENS BELOW 40 YEARS
OLD AND ALL PERMANENT RESIDENTS

\$696 NETT

Singapore Citizens aged 40 years old and above will be eligible for 70% co-funding of course fees, subject to prevailing grant cap.

All fees are inclusive of GST. Subsidies are applicable for all Singaporeans & PRs. For more details on funding, please refer to Page 3.



COURSE OVERVIEW

TOPIC

Setting the stage with Organisational and Customer Insights

- **Customer profile**
 - a. Identify target customers and describe their profile
 - b. Recognise the importance of knowing who your customers are
- **Product & service offerings and teams-in-charge**
 - a. List key product & service offerings
 - b. Recognise the importance of developing knowledge of the organisation's product & service offerings
 - c. Ways to develop knowledge of product & service offerings
 - d. Identify customer touchpoints and the teams-in-charge of various touchpoints
 - e. Identify the various channels to compile and analyse customer trends and patterns
- **Interpret the organisational service guidelines and standards**

Building Relationship through Effective Communication

- **Recognise the benefits of building rapport and establishing trust with customers**
- **Discover the principles of effective communication**
 - a. What is effective communication?
 - b. Principles of effective communication
 - c. Barriers to effective communication
- **Build rapport and establish trust with customers using effective communication**
- **Apply effective communication in coaching customers to effectively operate machine or device and/or agree to explore alternative solutions to their problems**

Leveraging Relationships to Win Sales

- **Discuss the possible needs and wants of different customer profiles**
- **Identify and meet customer's initial needs quickly and accurately**
- **Use effective communication to build rapport with customers and uncover opportunities to perform up-selling and cross-selling**
- **Identify FAQs and potential objections and handle them using empathetic response**

Winning Back Sales through Effective Conflict Resolution

- **Definition of conflict and conflict resolution**
- **Identify factors that cause conflict**
- **Recognise the implications of unresolved conflict**
- **Use the 5 different approaches to resolve conflict (Thomas Kilmann Model)**

Avoiding - Accommodating - Compromising - Competing - Collaborating

Assessment

- **Multiple Choice Questions (MCQ)**
- **Role Play**

IBF ENHANCED FUNDING

50%

FUNDING FOR ALL IBF ACCREDITED COURSES COMMENCING 01 JAN 2023
SINGAPORE CITIZENS AGED 40 YEARS OLD AND ABOVE WILL BE ELIGIBLE FOR 70% CO-
FUNDING OF COURSE FEES, SUBJECT TO PREVAILING GRANT CAP.

Course Fee - Building Relationships Winning Customers

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|--------------------------|------------|
| Full Course Fee | \$1,200.00 |
| Full Course Fee with GST | \$1,296.00 |

Nett amount after funding (incl. GST)

70% subsidy applicable to courses commencing 01 Jan 2023 for all Singapore Citizens aged 40 years old and above

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| Singapore Citizens aged 40 years old and above | \$456.00 |
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50% subsidy applicable to courses commencing 01 Jan 2023 for all Singapore Citizens aged below 40 years old & Permanent Residents

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| Singapore Citizens & Permanent Residents | \$696.00 |
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|--------|------------|
| Others | \$1,296.00 |
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ABOUT IBF-STTS PROGRAMMES

Building Relationships Winning Customers has been accredited under the Skills Framework for Financial Services, and is eligible for funding under the IBF Standards Training Scheme (IBF-STTS), subject to all eligibility criteria being met. Participants are advised to assess the suitability of the programme and its relevance to their business activities or job roles.

IBF subsidies of courses are as follow:

- 50% subsidy is applicable to courses commencing 01 Jan 2023
Singapore Citizens aged 40 years old and above will be eligible for 70% co-funding of course fees, subject to prevailing grant cap
- GST funding support will no longer be applicable for Self-Sponsored Individuals for all courses with effect from 3 October 2022

Find out more on www.ibf.org.sg

ELIGIBILITY

Self-Sponsored Individuals

- Singapore Citizens or Singapore Permanent Residents physically based in Singapore
- Participant has to complete at least 75% attendance and pass all relevant assessments
- MCLS reserves the right to recover the funded amount from the participant if he/she does not meet the eligibility criteria

Corporate

- Singapore Citizens or Singapore Permanent Residents physically based in Singapore
- Company must be Singapore-based financial Institutions regulated by MAS (licensed or exempt from licensing by MAS) or FinTech firms certified by Singapore FinTech Association

MORE INFORMATION ABOUT IBF CERTIFICATION

About IBF Certification for courses eligible for IBF Qualified (IBFQ)

Participants who successfully complete this course and fulfill the required number of Technical Skills and Competencies (TSCs) for the selected job role can apply to be conferred the IBF Qualified (IBFQ) certification status.

Find out more about IBF certification and the application process on <https://www.ibf.org.sg/certification/Pages/Why-be-Certified.aspx>

About IBF Certification for courses eligible for IBF Advanced (Level 2/3)

Participants who successfully complete this course with at least 3 years of relevant financial services industry experience and fulfill the required number of Technical Skills and Competencies (TSCs) for the selected job role can apply to be conferred the IBF Advanced (Level 2/3) certification status.

Find out more about IBF certification and the application process on <https://www.ibf.org.sg/certification/Pages/Why-be-Certified.aspx>

About IBF Certification

This course addresses the following Technical Skills and Competencies (TSCs) and proficiency level:

- Customer Relationship and Stakeholder Management - Customer Experience Management Level 3 (FSE-CEX-3002-1.1-1)

Participants are encouraged to access the IBF MySkills Portfolio (<https://www.ibf.org.sg/programmes/Pages/MySkills-Portfolio.aspx>) to track their training progress and skills acquisition against the Skills Framework for Financial Services. You can apply for IBF Certification after fulfilling the required number of Technical Skills and Competencies (TSCs) for the selected job role.

Find out more about IBF certification and the application process on <https://www.ibf.org.sg/certification/Pages/Why-be-Certified.aspx>