Overview

The sales functions cover sales, sales management and customer follow-up. Marketing Central defines the products to be developed to meet market needs in the short and medium term.

Customer service is vital to any company. A great — or less-than-great — experience can have a major effect on your business. Whether you have a customer success team in place at a Fortune 500 company or you’re the CEO of a 50-person operation, how you handle your patrons or users matters at every stage, no matter your role.

So, how do you get started?

You need to develop good processes for managing your customers and their information. You also want to handle service in a way that keeps your customers happy. When a company is just starting, it’s easy to handle the customer service needs of the first few customers. As your customer base grows, however, you need to have systems in place to continue providing customer service at an excellent level. Putting a proper customer service management strategy together early means you’ve set the bar high to exceed customer expectations.

**Key topics covered in this module include:**

1. Introduction to Marketing
2. What is Customer relationship management
3. The understanding of CRM Aida Model
4. Managing Customer satisfaction and queries

**Learning Outcomes**

After completing this course, you will be able to:

* Introduction to Marketing and understanding the context
* Understanding the Customer relationship management
* Unpacking the CRM Aida Model

**Assessment**

It is important to note that the onus is on you, as the learner, to prove your competence. You therefore need to plan your time and ensure that your Portfolio of Evidence is kept up to date and handed in timelessly.