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Target

➤
President

➤
Managers in Marketing, Sales, Customer Service, Database

Marketing

Key account

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Objectiv

□□□ **You will learn**

➤
how to develop and foster a long term business partnership

with clients

➤
how to build a business network

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Methods

»
speech / training, interaction, workshop, group dynamic

learning

»
discussion

»
brain sessions, brain gym

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Content

□□□□ Top trends for professional international relationship management

»
Relationship management inside and outside your company

»
Main success factors in relationship management based on

international teams

»
Marketing-Mix integrating relationship management

»
How to develop customer networks

»
How to fascinate customers

»
Relationship management through events and networking

»
Mimetic management

»
Scene and code management

»
Partnership in multicultural networks

»
Long term relationship with employees

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