



# BUILDING RELATIONSHIPS WINNING CUSTOMERS

Available over Face-To-Face / Virtual Classroom

An IBF Accredited Programme

IBF Course Code: P210703LWC

Customer Relationship & Stakeholder Management

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

## COURSE SYNOPSIS & OUTLINE

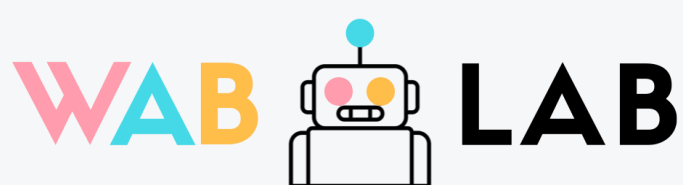
Why do relationships matter to your sales? Building good relationships with both new and existing clients allow businesses to establish a more personalised and enticing customer experience. According to research done by Price Waterhouse Coopers, customers are willing to pay a price premium of up to 18%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



In partnership with Monochrome Learning Solutions

Course Advisor:

Contact No:

**COURSE FEE: \$1,284**  
**AFTER IBF SUBSIDIES, YOU ONLY PAY:**

SINGAPORE CITIZENS  
AGED 40 YEARS OLD AND  
ABOVE

**CORPORATE**  
**\$204** NETT

**INDIVIDUAL**  
**\$128.40** NETT

COURSES COMMENCING  
FROM 1 JANUARY 2022  
TO 30 JUNE 2022

**\$324** NETT

**\$256.80** NETT

Singapore Citizens aged 40 years old and above will continue to be eligible for 90% co-funding of course fees, subject to prevailing grant cap.

ON TOP OF THE SUBSIDIES, REGISTERED FINANCIAL INSTITUTES ARE ALSO ELIGIBLE FOR TRAINING ALLOWANCE GRANTS:

**\$160** APPLIED VIA YOUR ORG FROM IBF

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

**80%**

FUNDING FOR ALL IBF ACCREDITED COURSES COMMENCING BETWEEN 1 JANUARY 2022 TO 30 JUNE 2022. SINGAPORE CITIZENS AGED 40 YEARS OLD AND ABOVE WILL CONTINUE TO BE ELIGIBLE FOR 90% CO-FUNDING OF COURSE FEES, SUBJECT TO PREVAILING GRANT CAP.

**\$10**

CORPORATE TRAINING ALLOWANCE GRANT FOR ALL IBF ACCREDITED COURSES COMMENCED BY 1 JULY 2021 AND COMPLETED NO LATER THAN 30 SEP 2022. APPLICABLE TO ELIGIBLE COMPANY SPONSORED PARTICIPANTS ONLY.

### Course Fee - Building Relationships Winning Customers

Full Course Fee	\$1,200.00
Full Course Fee with GST	\$1,284.00

#### Nett amount after funding (incl. GST)

90% subsidy applicable to courses between 1 January 2022 to 30 June 2022 and completed no later than 30 September 2022 for all Singapore Citizens aged 40 years old and above

Singapore Citizens aged 40 years old and above	Self-Sponsored	\$128.40
	Corporate	\$204.00

80% subsidy applicable to courses between 1 January 2022 to 30 June 2022 and completed no later than 30 September 2022 for all Singapore Citizens aged below 40 years old & Permanent Residents

Singapore Citizens & Permanent Residents	Self-Sponsored	\$256.80
	Corporate	\$324.00

Others	\$1,284.00
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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:

- 80% subsidy is applicable to courses conducted between 1 January 2022 to 30 June 2022 and completed no later than 30 September 2022

Singapore Citizens aged 40 years old and above will continue to be eligible for 90% co-funding of course fees, subject to prevailing grant cap.

For company-sponsored individuals, the Training Allowance Grant will apply to IBF recognised courses that commence on or before 30 June 2022, and must be completed no later than 30 September 2022. Applicable to eligible company sponsored participants only.

Find out more on [www.ibf.org.sg](http://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>