

# CHANGE CONNECT

## ACCOUNT MANAGEMENT AND CUSTOMER EXPERIENCE

Our interactive modules, practical exercises, and real-world case studies will empower you to communicate confidently, analyze data effectively, and foster lasting client relationships. Led by industry experts, this course is a transformative experience for professionals seeking to stand out in a competitive landscape.

### WHO SHOULD ATTEND

This training course is tailored for professionals and teams aiming to enhance their customer-facing skills and storytelling proficiency. If you're looking to excel in client communication, master the art of data-driven narratives, and elevate your overall performance, this course is perfect for you.

### COMPLETION OF PROGRAM

As a testament to your achievements, we are pleased to award you with a Certificate of Completion. This certificate not only acknowledges your successful journey through the program but also signifies your readiness to stand out in the competitive landscape.

### LEARNING OUTCOMES

- ▶ **Master Effective Customer Communication:** Develop the ability to communicate confidently and empathetically across various channels, building strong client relationships and addressing their needs effectively.
- ▶ **Craft Compelling Written Content:** Acquire the skills to create persuasive and impactful written communication that resonates with your target audience.
- ▶ **Excel in Verbal Communication:** Enhance your verbal communication skills, enabling you to engage in productive conversations, overcome objections, and handle challenging discussions with finesse.
- ▶ **Weave Data into Captivating Stories:** Discover the art of transforming complex data into compelling narratives that drive engagement, combining analytics with storytelling to create a powerful impact.

### WHY YOU SHOULD ATTEND -

- ▶ **Elevate Your Communication Game:** Learn the art of crafting compelling messages, whether in written form, over the phone, or face-to-face. Sharpen your ability to engage clients, address concerns, and convey your ideas with impact.
- ▶ **Master the Power of Data Stories:** Data isn't just numbers – it's the backbone of compelling narratives. Discover how to translate complex data into stories that resonate, influence decisions, and drive client experience.
- ▶ **Build Lasting Client Relationships:** Effective client engagement goes beyond transactions. Develop emotional intelligence to foster trust, navigate challenges, and create lasting connections that lead to long-term partnerships.

### COST

- ▶ \$11,000 + HST per trainee

### COURSE COMPLETION SCHEDULE

**24 hours**

Pre-reading and course preparation

**54 hours**

Interactive classroom sessions held over 12 weeks

**24 hours**

Post-classroom reading and instructor-led tutorials

**Final Exam**

70% to pass

### Is financial assistance possible?

Yes! Many businesses are eligible for financial assistance via the Canada Job Grant Program. Eligible employers may receive up to 83% of eligible training costs, up to a maximum of \$10,000 per participant. Please contact us for more details.



**MODULE 1****Introduction to Effective Customer Communication**

- ▶ Understanding the significance of customer communication in the digital marketing context.
- ▶ Learning different communication channels and their applications.
- ▶ Emphasizing active listening and empathy to build strong client relationships.
- ▶ Gaining practical experience through role-playing exercises for various customer scenarios.

**MODULE 2****Customer Persona Development**

- ▶ Recognizing the importance of buyer personas in tailoring communications strategies.
- ▶ Learning how to create detailed customer profiles to guide communication efforts.
- ▶ Understanding how to customize communication strategies based on different personas.
- ▶ Applying persona development to various client industries through group activities.

**MODULE 3****Effective Written Communication**

- ▶ Mastering the art of crafting compelling and professional emails.
- ▶ Developing the ability to write informative status updates.
- ▶ Enhancing written communication skills through practical exercises.

**MODULE 4****Improving Verbal Communication**

- ▶ Learning techniques to structure and deliver impactful one-on-one conversations.
- ▶ Developing skills to address objections and navigate challenging discussions.
- ▶ Gaining confidence through role-playing exercises simulating client calls.

**MODULE 5****Storytelling Techniques for Data and Analytics**

- ▶ Understanding the power of storytelling in presenting data-driven insights.
- ▶ Identifying key elements that make data-driven stories compelling.
- ▶ Analyzing successful data-driven marketing campaigns to learn storytelling strategies.

**MODULE 6****Data Visualization and Interpretation**

- ▶ Exploring various data visualization tools and selecting the appropriate ones.
- ▶ Learning to create visuals to support key takeaways.
- ▶ Practicing hands-on data visualization techniques using marketing performance data.

**MODULE 7****Data-Driven Storytelling**

- ▶ Mastering the art of connecting data points to create a coherent narrative.
- ▶ Understanding how to incorporate client goals and challenges into data stories.
- ▶ Collaborating with peers to craft data-driven stories for fictional campaigns.

**MODULE 8****Setting Standards for Effective Status Meetings**

- ▶ Recognizing the significance of regular client status meetings.
- ▶ Learning to define meeting agendas and objectives for productive discussions.
- ▶ Establishing consistent communication schedules to maintain client relationships.
- ▶ Enhancing skills through role-playing exercises simulating successful status meetings.

**MODULE 9****Role of Emotional Intelligence in Customer Engagement**

- ▶ Understanding the importance of emotional intelligence in client interactions.
- ▶ Developing the ability to build rapport and trust with clients.
- ▶ Applying emotional intelligence skills to navigate challenging client situations.