

# MARKETING & RELATIONSHIP MANAGEMENT

Businesses must learn how to transit from mere transactions to building partnerships. This course provides a clear understanding of relationship marketing and how to implement it in order to achieve enduring and profitable relationships with your customers and suppliers.

## **Learning Objectives:**

Participants will:

- Understand the interface between selling and marketing
- Acquire consultative and value-added selling skills
- Learn the process of strategic account management
- Selling with NLP
- Understand the concept of Customer Life Value (CLV)
- Acquire persuasive communication skills (Multilevel listening, questioning, advocacy skills)
- Creatively handle objections and close
- Build customer loyalty

## **Learning Contents:**

- Fundamentals of relationship marketing
- Developing war fare mentality for marketing success
- Developing useful leads and prospecting for new business
- Inspiring existing customers to do more business with you

- Setting marketing focus and sticking to it
- 7-sentence approach to customer planning
- Monitoring competitor activities
- Developing appropriate marketing communication techniques
- Planning and preparing for a marketing call
- Identifying and handling decision-makers and influencers.
- How to resolve customer concerns
- Managing marketing time and territory
- Handling objections
- Negotiating styles that win business
- Building customer loyalty
- Competitive analysis from customers' perspectives

**Fee:**

Physical	Virtual (local)	Virtual (International)
₦ 250,000.00	₦ 209,900.00	\$ 165.00

Discount off regular fees for open Programme: 3-5 nominations  
5%

Programme also available as in-plant. **Fee:** Negotiable.

**Who Should Attend?**

Executives and managers in banks, insurance, manufacturing and service industries with responsibilities for marketing and business development.

**Date:**

April 22 – 24,

July 15 – 17,

October 7 – 9, 2026

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