



ASSETS PROTECTION COMPANY
SECURITY AND SAFETY TRAINING CENTER
(A DIVISION OF SAUDI PETRO GAS COMPANY)

Reaching Out To Customers

The aim of this program is to enhance competence for generating business by reaching out to the customers more effectively and providing superior value to their identified needs.

Objectives:

At the end of the program the participants will be able to:

- Understand the importance of customers in business and develop skills to identify and retain customers
- Establish an effective seller-buyer relationship and use the finites of the selling process for creating superior value for customers
- Design winning sales strategies for achieving corporate objectives effectively

Course Subjects & Schedule:

<u>Day 1</u>	▪ Understanding Customers: Dimensions Affecting Customer Relations	<u>Day 4</u>	▪ Buyer -Seller Relationship: Issues and Applications
<u>Day 2</u>	▪ Performing For Reaching Out To Customers		▪ Designing Winning Sales Strategies
<u>Day 3</u>	▪ Enriching the Selling Process	<u>Day 5</u>	▪ Reinforcing Superior Customer Values
			▪ Final exam

<u>Participants:</u>	▪ Middle level executives from marketing and plant operations
<u>Methodologies:</u>	▪ Lecture, group activities, syndicate work, case studies, group presentations ▪ Evaluation: <ul style="list-style-type: none">• Written Test• Practical: Oral / Viva-voce
<u>Duration:</u>	Five (5) days
<u>Course Location:</u>	Security and Safety Training Center, Dhahran or at Client's Venue
<u>Course Cost:</u>	S.R. 3562.00 per Participant
<u>Language:</u>	English / Arabic