

kerrie akkermans

c o n s u l t i n g

Akkermans 2010 Business Improvement Workshop Program Presented by Kerrie Akkermans

Further Information

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Business Improvement Workshop Program 2010

Workshop Profile

Kerrie Akkermans Consulting Workshop Program consists of 19 workshops designed to improve the performance of businesses and develop the skills of business owners and their team.

The workshops can be run as a 3 hour introductory session, as a more comprehensive full day session (7 hours) or as a part of a program.

The workshops are suitable for a diverse range of businesses, specific industry type or run in-house for an individual business. Personalisation by way of examples and analogies are used in all workshops.

Qualification

The workshops would benefit business owners, managers and employees in relevant roles. Businesses who have a proactive attitude towards their business and a belief in professional development will gain the most from the program.

A business outline form is used to document the details of the business as well as to give the presenter a clear picture of the businesses products/services and situation, for example size, location, number of outlets, staff numbers.

In some workshops the business is required to bring documentation to use in the course of the workshop such as marketing material.

Workshop logistics

The client and or organisation is responsible for the venue, catering, marketing, audio visual equipment and provision of a whiteboard. Any specific requirements will be agreed to as per contract. The workshops can be held at any time of the day and will be run on the mutually agreed date.

Participant selection

A short questionnaire must be filled out by prospective participants. Response to the questionnaire will assist the presenter to determine the suitability of the applicant and enable tailoring to the industry types attending the workshop.

Participant numbers

Each workshop requires a minimum of 10 participants.

Workshop Fees

Workshop fees will be negotiated on an individual basis or as laid out in the approved proposal.

Workshop evaluation

All workshops will have evaluation sheets to assess continuous improvement opportunities and that expectations have been met.

Follow up

Webinar, Telephone or Skype follow up coaching is available after all workshops to ensure the learning is implemented

Further information

Please contact Kerrie Akkermans on 04178723 89 or kerrie@akkermansconsulting.com.au

Business Continuity Management for Small Business

Ensure your business survives – Risk Management and Strategic Planning

Business Continuity Management is about being prepared to handle major disruptions from adverse events, a clearly documented business continuity plan assists in ensuring continuation of services to customers during these times.

Businesses need to be able to maintain services to customers under any circumstances, even when others are experiencing difficulties. Disruptions to business can occur in many ways, often from unexpected sources e.g. flood, fire, power black out, loss of a major supplier or loss of key staff.

By identifying potential major disruptions to business and the impact they might have, clearly documented business continuity plans can be written and will assist in mitigation, response and recovery from adverse events.

Businesses that have invested time in business continuity planning will in most cases continue to trade following adverse events, while lesser prepared competitors suffer the consequences of failing to plan.

This workshop steps participants through basics of the business continuity planning process and provides an outline of how to assess business risks and their likely impacts.

The workshop addresses the following key issues:

- ⇒ Understanding and identifying risks
- ⇒ Conducting a Business Impact Study
- ⇒ Developing business continuity strategies
- ⇒ Communicating with stakeholders
- ⇒ Training staff and testing the plan
- ⇒ Reviewing and maintaining the plan

This workshop aims to raise awareness of the value and methodology of planning for the mitigation, response and recovery of adverse events that have potentially damaging effects on business continuity.

Draft planning templates will be provided during the workshop to enable participants to easily and quickly implement the concepts discussed during the workshop into their businesses.

Creating a Buying Environment – how to increase sales

Stand out from the crowd

This workshop addresses the chronic issue of sameness in sales. It is difficult to tell the difference between one business and another which often leaves price as the determining factor in deciding whom to buy from. Businesses struggle to stand out from the crowd. Creating a buying environment using theming, presentations and experiential based selling can achieve this for you.

Researching customers as to why they buy, what they use products for and what the products have done for them provides the input to creating the buying environment. Once the scene is set with appropriately theming or promotional kit and the right emotional triggers are used, it is easier to convert lookers to buyers. The program provides a step by step process to creating a buying environment.

It is ideally suited to the hospitality, tourism and retail industries.

The workshop covers the following key areas:

- ⇒ The sameness of business today
- ⇒ Researching customer needs and wants
- ⇒ Setting the scene with theming
- ⇒ Using experiential selling
- ⇒ Adding value with Strategic Alliances
- ⇒ Measuring success with standards and KPI's

At the conclusion of the workshop the participants will have been shown how to create a buying environment for their products/services and how to convert more lookers into buyers using theming, experiential selling and strategic alliances to add value.

A workbook, case studies and template documentation are provided to enable participants to easily and quickly implement the concepts.

Location

The workshop can be held in situ at a customers premises so the theming concepts can be more easily demonstrated.

Customer Relationship Management

Deliver excellent Customer Service, leverage off your customers and increase your profits

It's not enough to just provide a good service; you need to understand the relationship your customers want from you.

CRM software is only the medium you use to make customer relationships easier to manage, understanding what and how to communicate is what will make the difference to your business.

Customers are less loyal, more demanding and market savvy which means you must manage your customer relationships to win, keep and grow profitable customers.

Rewarding referrals and instigating loyalty programs combined with a keep in touch program are proven ways to achieve successful customer relationship management.

Using social media to keep in touch should be a critical part of any business CRM strategy.

The workshop covers the following key areas:

- ⇒ Why CRM and what it is
- ⇒ Learning about your customer including categorising
- ⇒ Developing a plan
- ⇒ Designing and implementing a Contact Management Program
- ⇒ Adding value with Strategic Alliances
- ⇒ Measuring success with standards and KPI's

At the conclusion of the workshop the participants will have been shown how to develop and manage meaningful customer relationships.

A workbook, case studies and template documentation are provided to enable participants to easily and quickly implement the concepts.

Developing Successful Selling Skills Workshop

‘Selling should be simple, but that doesn’t mean it is easy’

This explains why 92% of salespeople give up somewhere between the first and fifth contact, whilst the remaining 8% never give up and account for 80% of the sales made. These are the sales superstars.

To be successful in sales you need to sell from a strategic perspective, this will ensure you are focused, at high performance, acquiring new customers and selling more to existing ones.

Selling is often a dirty word, one some sales people don’t even want to identify themselves with.

Recent surveys show the importance paid by companies to selling is minimal and yet many companies have gone under simply because they did not give the importance to selling that they should have done or paid attention to the people doing the selling.

This workshop will outline the techniques and skills that a sales people need to out perform the competition and turn them into sales superstars.

The workshop addresses the following key areas:

- ⇒ Introduction to professional selling
- ⇒ Planning and prospecting
- ⇒ Understanding consumer behaviour
- ⇒ Presenting the product/service
- ⇒ Negotiating
- ⇒ Securing the sale
- ⇒ Following up and ongoing service

At the conclusion of the workshop the participants will have been shown how to use successful selling skills to convert more sales.

A workbook, case studies and template documentation are provided to enable participants to easily and quickly implement the concepts.

Direct Marketing Strategies Workshop

Cost effective marketing strategies that work

Taking a strategic view of your marketing is essential, but it is the tools you use that will ensure you achieve your objectives with out a huge outlay.

Technology has also allowed marketing to become simple, less expensive and world wide, yet too few businesses use it to the extent they could.

Business struggles to gain profitable market share. Customers want more but they don't want to pay for it so adding value is essential.

Direct marketing is the only way today's skeptical consumer will take notice of your business.

The workshop provides practical information to put your business at the forefront of your prospects' minds.

The workshop addresses the following key areas:

- ⇒ grab market share
- ⇒ improve your competitiveness
- ⇒ maximise new opportunities
- ⇒ tap into technology including SMS, Video streaming and the web
- ⇒ add value
- ⇒ develop strategic alliances
- ⇒ use your customers to market
- ⇒ and maximise your advertising and promotion

At the conclusion of the workshop the participants will have been shown how to use direct marketing strategies to cost effectively attract the right customers to the business.

A workbook, case studies and template documentation are provided to enable participants to easily and quickly implement the concepts.

Effective Communication Skills Workshop

Why they won't listen and you're not heard?

Effective leadership for today's cross generational

We spend up to 75% of our day communicating and yet we are not taught how to do it effectively. Just because we can speak and write doesn't mean we are successful in our communications. This workshop helps you understand others and helps them understand you.

Lack of communication is the most common complaint of all employees in today's workplace - without it we become unproductive and resentful. Learning to communicate effectively will improve all areas of your work and personal life. Take charge of your communications today and get what you want without getting angry.

The workshop addresses the following key areas: for

- ⇒ Communication begins on the inside
- ⇒ Understanding communication
- ⇒ Body Language - it's not what you say its how you say it
- ⇒ The other person's point of view
- ⇒ How to say what you are thinking
- ⇒ Don't get angry get communicating
- ⇒ Write how you speak

At the conclusion of the workshop the participants will have been shown how to be more successful in their communications at work and at home through reflective listening, keeping calm with difficult people, managing body language to understand other and using the written word effectively to communicate.

A workbook, case studies and template documentation are provided to enable participants to easily and quickly implement the concepts.

How winners become champions in work, sport and play

In the sporting world, there are many talented athletes who win games and beat their competitors on a regular basis. Then there are champions who win Grand Slams and Major Tournaments, attract lucrative endorsement contracts and travel the world.

So what turns a winner into a champion?

It knows how to get into the Zone. A champion knows how to effectively manage their mind so they step into, and then remain, in the Zone[®]. Negative thoughts, stress and pressure are gone. In the Zone[®], you overflow with creativity and enthusiasm, recognising opportunities and making the most of every single moment.

Your radiant state of being effortlessly attracts potential clients to you. Selling becomes enjoyable and very rewarding. Get into the Zone and you'll find yourself breaking sales records and enjoying life.

Zone training[™] is NOT sales skills training.

Knowing what to do and doing what is needed, require two entirely different skills. Knowing "what to do" is a simple matter of gathering information and working out strategy – an intellectual exercise. "Doing it" is all about understanding how life and human beings work at their peak.

Discipline – the use of will power to force your self and your team to do something - works only for a while. Eventually your mind, body or spirit gives up, if will power and motivation alone is what is driving you forward. Working this way is effortful and a less than fulfilling experience. On top of that, it is NOT the most powerful way to work and produce results. Neither is it sustainable in the long term. Burn-out is a common price sales people pay!

Workshop Outcomes

Zone training[™] teaches sales people who already know the fundamentals of selling, how to enter the Zone where sales and life happens spontaneously and success is effortless.

Suitable for anyone looking to success at work, sport or play

Innovation Workshop

Stop being ordinary and start being out there!

Innovation may go in and out of fashion, but it's not just another management fad. Well recognised as a growth strategy, it's back with a vengeance as increasing competition, global trading, squeezed margins and nano second competitive advantages force businesses to look for new answers.

Innovation traditionally the tool for the big players can be the answer for SME's, if the lessons are learnt from their mistakes and successes. It's not innovation that doesn't work; rather it's poor leadership and management processes that cause the failure.

So what does work? '***Creativity, courage, communication and culture lead to innovation.***'

Innovation has and can deliver new products and services that meet and create market needs. Innovation isn't just about new things; it's also about finding better ways.

Embracing innovation in your business will lead to increased profits, retention of staff and stronger branding in the marketplace.

The workshop addresses the following key areas:

- ⇒ Definition and history of innovation
- ⇒ Researching and benchmarking your industry and customers
- ⇒ Managing the innovation process
- ⇒ Using innovation tools
- ⇒ Measuring innovation impact
- ⇒ Successful innovation stories

At the conclusion of the workshop the participants will have been shown how to use innovation to stand out from the crowd, resolve issues and measure the impact.

A workbook, case studies and template documentation are provided to enable participants to easily and quickly implement the concepts.

Reward, Recognise and Motivate your Team Workshop

Use recognition preferences to improve your team performance

To ensure that you get the best out of your team you need to understand their recognition preferences. Every individual has their way they like to be rewarded, recognized and in turn be motivated.

Communicating this appropriately is challenging unless you understand the five key recognition preferences of Quality Time, Positive Words, Gifts, Physical Touch and Acts of Service.

Your people are your most important asset and with a tight labour market you can't afford to lose them because of poor reward and recognition strategies.

This workshop will give you new insights into how and why your team needs to be rewarded and recognized differently. It will also address what are the common causes of poor performance and bad attitudes.

The workshop addresses the following key areas:

- ⇒ Understanding the need for rewards and recognition
- ⇒ The five recognition preferences
- ⇒ Your communication style
- ⇒ Strategies to use
- ⇒ Setting performance standards to reward and recognize against

At the conclusion of the workshop the participants will have been shown how to use the five recognition preferences to get the best out of the team.

A workbook, case studies and template documentation are provided to enable participants to easily and quickly implement the concepts.

Suddenly single

How to survive it or avoid it

In a world that pins everything on pairing up, increasing numbers of women and men in Australia are finding themselves suddenly single, or very close to it. Leaving them to contemplate a life very different to the one they'd planned.

If you're a couple, learn the 5 key tips to staying together and avoiding singledom. It's all about changing your perspective on your partner and your outlook on life.

"He or she has gone. Am I going to be okay?" That question is asked by millions of divorced and widowed people everywhere; it is answered with a resounding "YES".

By following some simple steps and looking after your well-being you will be ok.

How do I know because I've been there?

This workshop is to inspire, provide comfort and strategies to keep your business going. It provides a straightforward blueprint for achieving inner peace and rebuilding life as a single person and business owner.

Business owners fear how I will pay the bills, how I will motivate myself or how I will manage the children on my own and still have time for the business.

The workshop covers:-

- Getting your finances in control
- Building a New Network
- Choosing Your Professional Advisors Carefully
- Effective decision making
- Balancing home and work
- Strategies for running the business on your own

The Outcomes

You will feel in control of finances, work and home life allowing you to successfully run your business.

Suitable for anyone who has gone through a break up, is considering a break up or has been widowed.

Systemising Your Business for a Less Stressed Life Workshop

'Why can you put a McDonalds anywhere in the world and it works – because of its systems? Every business should strive to deliver a consistent service that meets customer expectations and continues to innovate to beat the competition.

So why doesn't this happen, well commonly businesses make it too hard, use someone else's documentation and neglects to involve and reward the team

Developing and Implementing Systems can be easy and it can reduce the stress in your life. Regardless of whether you intend to attain certification for your system this workshop will outline how you can reduce the stress and firefighting many businesses experience.

You will even find out how to use the system to better market to your customers.

This workshop will outline the techniques and skills that your team needs to put in a system that is simple, easy to use and focused on improving your **bottom line**

The workshop addresses the following key areas:

- ⇒ Researching your customers perception of your systems
- ⇒ Developing a document structure
- ⇒ Reviewing and Documenting what you do
- ⇒ How to ensure systems are followed
- ⇒ Using systems to win more business and increase productivity
- ⇒ Quality process improvement

At the conclusion of the workshop the participants will have been shown how to develop systems for their business that increase profits and decrease stress.

A workbook, case studies and template documentation are provided to enable participants to easily and quickly implement the concepts.

How to survive and thrive the recession**Tips for tough times**

Use simple, low cost strategies to survive

In tough times consumers buying habits change, so businesses need to understand these trends and adapt their approach to survive.

Consumers have less to spend, focus on non-discretionary purchases, will be seeking value and convenience and staying closer to home.

The common response in a recessionary climate is to slash promotion; however this is the time to market more not less. The difference is your marketing needs to be targeted, low cost for acquisition and leveraged off of existing customers bases.

Taking a planned and structured approach will ensure your business survives and thrives in the recession. Many competitors will panic and baton down the hatches.

Its confidence levels and action that will keep the momentum going in your business. Whilst these are difficult times, smart businesses will capture available opportunities and lay the groundwork for tomorrow's prosperity.

This workshop will give you tips for tough times that are easy to implement and low cost.

The workshop addresses the following key areas: -

- Insights into consumer buying habits
- Common mistakes businesses make in a recession
- Reviewing cost structures and spending
- Strengthening relationships with suppliers and stakeholders
- Streamlining processes for greater efficiency
- Improving customer service
- Using low cost direct response marketing including on line strategies

At the conclusion of the workshop the participants will have been shown how to tailor their business processes, structure, costs and marketing to survive and thrive the recession.

Use social networking media to market your business

Heard of Face book, Twitter, Linked – in, Blogs

If you've been wondering if it's worthwhile to jump into social media, or you've already dipped your toe in the water but find that you aren't sure how to make them work for your business, you can't afford to miss it.

Hundreds of millions of people have already created accounts with Twitter, Face book and LinkedIn, and thousands more are signing up every day. Chances are good that your target market is using those sites as a way to connect with people and brands. It's a great time to create a profile for your business and use these sites to your advantage.

Attending events is a great way to source leads and make valuable contacts, but who has time to visit them all? These days, it's easy to enhance your efforts by going virtual. Social media is all the rage, and we'll show you how to make the most this new promotional tool. Get ready to learn a new way to build your reputation, drive traffic to your site, and win new business.

You'll discover:

The benefits and anatomy of social media, including blogs, social networks and more

Virtual networking strategies

How to choose the right ones (i.e., "should I be on Face book?")

How to participate in and make the most of your social networking time

The outcomes will include:-

- Better use of networking
- Winning more business
- Reinforcement of your brand
- Ongoing feedback on your business
- An understanding of social media and how to take advantage of it

The workshop is suitable for business owners/managers and sales/marketing personnel.

Branding your business with PR on-line

Online Public Relations can help you deliver better, faster and less-expensive PR and marketing communications.

If you've been wondering if it's worthwhile to try PR On-line but are not sure how to go about it then this is the workshop for you.

The media landscape has changed forever and altered media consumption behaviour among the public. Social media such as blogs, Twitter and Face book are playing an ever increasing role in brand's strategies to connect and engage with potential and existing consumers and stakeholders.

Work of mouth is accelerated on-line. Now dubbed 'world' of mouth it is more than ever the tool to viral message about your business.

Boost your enquiry, leads, and sales with low cost high value PR Media Coverage to take your results to the next level.

You'll discover:

The benefits of communicating your message online

What makes a good Press Release?

How to craft a readable Press Release

How to get your Press Release picked up on line

The outcomes will include:-

- Great Press Release material
- Methodology to communicate your message
- Reaching the right target audience
- Reinforcement of your message
- An ongoing way to promote and network your business

The workshop is suitable for business owners/managers and sales/marketing personnel.

How to win with ecommerce and internet strategies

The internet has changed the way we can do business both in how we market and sell. On-line selling can be a great addition to a bricks and mortar business the key is to know what and how.

Tap into the new 'Power Shoppers.' Power shoppers are those who shop online at least three times per month and buy more often from innovative, better performing sites and businesses.

Shoppers prefer businesses that show uniqueness and innovation—but most seem the same, the only difference being price and availability.

Those businesses who continue to innovate will win more business

You'll discover: How to innovate and stand out from the crowd

- **Identify your niche – find out what will sell best**
- **Choose a sales system - good shopping cart system, simple click and pay, order form only**
- **Making it easy for your customers to buy – provide information to make them feel secure in buying from you**

- **Promote your online shop – you can't rely on 'build it and they will come, use email marketing and Google Ad words to let your customers know that on-line shopping is available**

- **Search Engine Optimise to make sure they can find you**

- **Keep building profitable relationships – develop a way to capture customer details if they don't buy on-line first time ie email newsletter, reports, checklists, survey**

- **Use ecommerce and internet strategies to improve back end productivity and earn more revenue**

The outcomes will include:-

- Understanding of today's consumer
- Innovation strategies for your business
- How to promote your business
- Promotional ideas for a combo business

The workshop is suitable for business owners/managers and sales/marketing personnel.

Create products and tools to sell and promote your business on-line

Most of your customers browse and shop online.

The internet has changed the way people browse and shop because it is convenient and simple. Your business should be taking advantage of this by packaging and selling information and your products and services through your website, even if you are a bricks and mortar business.

Every business has intellectual property you package and sell or use as a way to build your customer database.

Find out how to -

- To carry out your market research to identify product and service opportunities
- Brainstorm techniques to generate a winning product idea
- Decide on the best format for your product
- Select a good name for your product
- Create your products (whether you decide to write them or use other methods ie Podcast, CD, DVD, E-Book and Webinar)
- Determine the best price for your products
- Use autoresponders to maximize the profits from your web sites
- How to best distribute your electronic products
- How to take payment for your products without any hassle

The outcomes will include:-

- Understanding how to identify a niche product
- A format, name and actual product
- Promotional strategy
- Distribution and payment system sourced

The workshop is suitable for business owners/managers and sales/marketing personnel.

Strategic marketing and successful sales – Full day only

Cost effective marketing and sales strategies that work

This Sales and Marketing workshop is designed to provide participants with the knowledge to make informed decisions when developing marketing strategies and sales techniques.

The workshop outlines the differences between the marketing and sales functions so an effective marketing and sales plan can be developed.

Participants are provided with tools to undertake their own market research to ensure that any marketing and sales activities are designed with the customer in mind. Armed with this information participants can then review their current marketing strategies and sales performance for improvement opportunities.

The workshop provides practical information on how to put the participant's business at the forefront of prospects' minds and then how to convert them into buyers.

The workshop addresses the following key areas:

- ⇒ Market research and understanding a market
- ⇒ Defining products and services to meet customer needs
- ⇒ Profiling the market using today's new demographics
- ⇒ Segmenting the market and positioning with points of difference
- ⇒ Analyzing the competition
- ⇒ Developing a marketing strategy, including advertising, direct marketing and on line, face to face and phone communication
- ⇒ Defining and managing the sales process to increase conversions
- ⇒ Developing a customer contact management plan to generate additional sales and referrals
- ⇒ Tap into technology including SMS, Video streaming and the web

⇒ Adding value with develop strategic alliances

At the conclusion of the workshop the participants will have been shown how to use marketing strategies to cost effectively attract the right customers to the business and then sales techniques to convert them into buyers.

A workbook, case studies and template documentation are provided to enable participants to easily and quickly implement the concepts.

Quote to Win – Full day only

Improve your conversions and beat the price war

Pitching for business whether it's for a quote, proposal or tender takes time and money. Competitors often quote work at unbelievably low prices, so being aware of what you need to have in place to successfully win work from them will take the aggravation out of the process. Learn how to sell on value, not price.

This workshop takes you through the steps to understanding how to assess opportunities and what you need in place to provide the confidence and credibility that you can do the job.

The workshop addresses the following key issues:

- ⇒ Identifying and assessing opportunities
- ⇒ Understanding customer requirements
- ⇒ Selling value (benefits), not price
- ⇒ Increasing profitability with add-ons
- ⇒ Being known for something unique
- ⇒ Developing documentation to support your quote/proposal/tender
- ⇒ Building the relationship with regular follow up
- ⇒ Converting the quote/proposal/tender
- ⇒ Case studies

At the conclusion of the workshop the participants will be able to pre qualify customer's, understand what is required to win profitable business and how to manage the follow up process effectively.

A workbook, template documentation, and a checklist will be provided to enable participants to easily and quickly implement the concepts

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Building and maintaining customer relationships – Full day only

Nurture your customers and increase your profits

It's not enough to just provide a good service; you need to understand the relationship your customers want from you. You need to ensure that from the first contact it is an experience that keeps that customer for life and has them becoming an advocate for your business.

CRM software is only the medium you use to make customer relationships easier to manage, understanding what and how to communicate is what will make the difference to your business.

Customers are less loyal, more demanding and market savvy which means you must manage your customer relationships to win, keep and grow profitable customers.

Rewarding referrals and instigating loyalty programs combined with a contact management program are proven ways to ensure you have a continuous and profitable relationship with your customers.

The workshop covers the following key areas:

- ⇒ The changing face of customer relationships
- ⇒ Why Customer Relationship Management is important and what it is
- ⇒ Learning about your customers through with research and analysis techniques, including profiling, lifetime value, sales hot buttons
- ⇒ Developing a Customer Contact Plan to address any issues or opportunities identified in the research such as customer service, pricing, billing,
- ⇒ Designing and implementing a Contact Management Program to maximizes sales opportunities including database integrity
- ⇒ Adding value with Strategic Alliances
- ⇒ Measuring success with performance standards ie satisfaction levels

At the conclusion of the workshop the participants will have been shown how to develop, maintain and manage meaningful and profitable customer relationships.

A workbook, case studies and template documentation are provided to enable participants to easily and quickly implement the concepts.

Presenter CV



Kerrie Akkermans
Director
Kerrie Akkermans Consulting

Areas of expertise – Communication, On-line strategies, Research, Marketing, Creative and Strategic Planning, CRM, Sales, Innovation, Risk Management, Systems (ISO9000, AGED CARE) Professional Speaker, Enterprise review practitioner, Corporate Trainer, Project Management, Business Coach

Kerrie Akkermans, Director of Akkermans Consulting, is a leading consultant and professional speaker to businesses in innovation, communication, customer relationship management, marketing, sales and systems development. An expert at identifying low cost practical strategies for improved business performance, her efforts result in businesses achieving their goals and resolving their frustrations. As a presentation professional, her practical passion has excited audiences to action time and time again.

Background

Her experience has been gained in working for and with service organisations in business development. American Express, Budget Rent a Car, Adelaide Institute of Tafe, Aged Care and Housing, Toop & Toop Real Estate, University of SA, Sybiz Software, Michel leather are just a few of the organisations she has worked with.

Business Owner

Kerrie *walks the talk*. As a business owner of Adelaide All Spas, a retail outlet she has implemented all the strategies and tips she shares in her presentations, so she knows they work.

Kerrie's energising and entertaining style makes her a highly sought after presenter at professional conferences, corporate functions and business seminars including CIBM, Tourism Council of Australia, National Institute of Accountants, Financial Planning Association of Australia, Institute of Chartered Accountants in Australia, Australian Society of CPAs, Association of Consulting Engineers Australia, Australian Human Resources Institute, Australian Business (SA), Leads Club, University of South Australia, and SA POLICE, Law Society, Juvenile Diabetes Foundation, Lutheran Colleges, Graphic Design Industry, Westpac Women in Business, Juvenile Diabetes Research Foundation, Sybiz Software

Testimonials

“The services we have received from Akkermans have been just sensational and have proven absolutely invaluable to our organisation.”

Anthony Toop, Managing Director Toop & Toop

“Kerrie is a highly motivational professional speaker who brings first hand relevant knowledge and experience to her audiences. Sessions are interactive with opportunities for participants to share ideas with others and always learn something new. She is well organized and caters for a range of adult learning styles. Her presentations are full of practical and innovative ideas and Kerrie is always able to include a humorous side! She is able to engender confidence and excitement in people who are then prepared to take action!!” Pru Tucker Life Coach

“We have had excellent feedback from the women on your seminar. Everyone found it to be helpful, informative and fun.”

Katie Mendham Admin SSBEC

“Thanks again, Kerrie, for a superb seminar. Entertaining, insightful and riveting. I could have listened for another 3 hours. Makes me realise how poor my customer relations has been up to now. And to think I THOUGHT I was doing a good job. Thanks for all the practical tips. I started using your tips straight away and the number of hits to my website is up 150% already - pretty important for a web-based business.” Bob Sing Vapour Software

“With every project Akkermans undertook with us they were always one step ahead in providing us with leadership development, managerial effectiveness and organisational productivity. I recommend their services to anyone who seeks business improvement and effectiveness.”

Peter Simpson, Managing Director Charterhouse Advertising

“The synergy you share is infectious and my sales team loved your knowledge and delivery, but even more importantly are practising your techniques and are hungry for more.”

Steven Bosley, Operations Manager & Director Wallspace

Presentation Feedback

“Thought you were an Incredibly Talented Presenter. Kept it relevant and tried to involve everyone. The Content was really great!”

“Fantastic Energy, managed the group easily and kept it interesting.”

“I like Kerrie’s creative ideas - how she can come up with something relevant to your business very quickly.”

“Great, Confident, able to relate to the multitude of industry backgrounds.”

“Kerrie is very articulate, sticks to the point and is very approachable.” “Found Kerrie very clear, concise and informative with a light humorous approach.”

“Fantastic, learnt so much and felt inspired, even though I didn’t think customer service really affected me.”

“The modules were very well written and put together - easy to understand and implement. Great ideas to implement in each of our work situations.”

“Inclusive, non threatening, entertaining, clear examples, knowledge of subject good, all modules clear, informative, practical.”

“Extremely Innovative, and great use of examples to get the imagination ticking over

“Very useful. Brings to mind customer service standards you don’t think of.”

“I like the gap model. It really makes you look at your service from every point of view.”

- *“Fantastic, fluent, full of great ideas.”*

“This was one of the most interesting sessions I have been to and I am truly excited about what I can do in and for my business.”

“I would recommend it to everyone and would be interested in other future workshops.”

