



# Connect! A CRM Digital Transformation Strategy facilitated by **Mr. Marios Diogenous**

09 and 16 November 2018

08:30 – 17:00

CIIM Nicosia, 21 Akademias Avenue, 2151 Aglandjia

Registration deadline: 26 October 2018

[excedu.ciim.ac.cy](http://excedu.ciim.ac.cy)

# Connect! A CRM Digital Transformation Strategy

## Programme Overview

Through this course you will explore new ways to keep your Sales, Marketing, Customer Service and Business Development on the same page. Companies and business professionals need to have a clear CRM (Customer Relationship Management) Business Strategy.

Customer Relationship Management software revenues overtook database management systems to become the largest of all software markets. By the end of 2018 CRM revenues expected to reach over \$40 billion, it's no surprise that CRM is the fastest growing software market.

"No matter what CRM Methodology and Software you use, you will need a 1 Year, 3 and 5 Years CRM Strategy Plan to keep-up with CLOUD Technologies, and there is a way to do it."

You will be walking through a simulation-based learning environment via a day in the life of a Sales Manager, Marketing Manager, Services Support Manager, Business Development and Operations Manager.

## Designed for

- CEO's, Founders and Business owners
- Business Development Managers & Directors
- Marketing Managers
- IT Managers
- Key Managers with strategic business growth objectives
- Support Managers, Product Managers, Production Managers
- International Strategy Managers
- Sales Account Managers
- Business Technology Managers
- Customer Service Managers

## Programme Focus

Know your customer, 360 Customer View	How do you track sales productivity?
How do you build pipeline to follow opportunities?	Ways to Drive Sales Effectiveness
Digital Sales Methodology and Tools	Manage territory, account, and opportunity planning
Contracts, proposals and discounts management	Marketing channels and effectiveness
Sales Impact on GTM (Go to Market) strategies	Business Technology Systems
CRM Platform and Sales Transformation	Managerial decision making in the context of strategic and operational plans
Customer Loyalty and Measurements	
ROI of your Marketing Campaigns	Reporting and Forecasting

## Key Outcomes

- Learn how to create a CRM Digital Transformation Strategy
- Automate your Company's Sales & Marketing Workflows
- Implement a Customer-Centric Business Technology model to improve business relationships with customers, specifically focusing on customer retention & Loyalty
- Find your biggest customer service challenges

## Free CRM Discovery Templates

Participants will receive sample questionnaires, worksheets and templates that will allow them to review their existing CRM models and Digital strategy.

They will also receive **2 hours of private company consultation** on how to evaluate their existing Customer Relationship Management systems and methodologies and how to plan a new Digital Innovating CRM Strategy.

## Benefits for your organisation

- Develop a CRM Digital Transformation Strategy using Technology and Business and Mobile Applications software customized on your organisation special needs.
- Simulation based learning environment.

## Useful Information

**Dates:** 9 and 16 November 2018

**Time:** 08.30 – 17.00

**Venue:** CIIM Nicosia, 21 Akademias Avenue, 2151 Aglandjia ([view map](#))

**Language of Instruction:** English

## Trainer



**Mr. Marios Diogenous** is Director of Business Development at Yellow Applications, a cloud technology solutions agency providing online Technology Applications services. A Business Applications-Oriented Economist with extensive experience in Business Technology Automation and Digital Transformation Strategies.

Experienced senior-level professional with an in depth 20-year experience in Business Technology consulting, Software analysis requirements and implementations to medium & large enterprises. Strong history in Business Software Consulting, with involvement in +600 technology projects in implementing a digital transformation strategy. Ensuring that the requirements of the business clients are captured and documented correctly before a solution is finalized, helping them on understanding their special needs and designing a solution that will meet their final business automation model.

Innovating and unconventional thinker helping companies and professionals in driving dynamic product and services sales, implement a new Business Development strategy, identifying new business opportunities, spearheading effective sales and market penetration strategies that can greatly impact the YoY sales growth of any organization. Had international experience in hundreds of projects with worldwide Technology leaders like Oracle, Microsoft, Infor SunSystems, Sage, SoftOne, SAP, ZOHOCRm, Salesforce, MicrosFidelio, Exelsys, Citrix.

## Participation fees and Registration

Gross Fee: **€380,00**

HRDA Subsidy: **€0,00**

Net fee (after subsidy): **€380,00\***

\*No VAT is charged due to CIIM's non-profit status. Fees include tuition, educational materials, lunch, coffee breaks and refreshments.

## Special Discounts

10% Discount	15% Discount
<p><b>-Early booking</b> discount for registrations submitted 2 months prior to commencement of the programme.</p> <p><b>-2 registered employees</b> attending from the same organisation.</p>	<p><b>-CIIM students and Alumni</b> after the subsidy or 25% discount on programmes which are not subsidized by the HRDA. Terms and Conditions apply.</p> <p><b>-3 or more registered employees</b> attending from the same organisation.</p> <p><b>-Unemployed individuals</b> on the fee before the subsidy and can remit their payment in instalments. Additionally, they will have the opportunity to liaise with CIIMs' Careers Consultant and register their details in the Executive Recruitment Database. Terms and Conditions apply.</p>

## Contact Us

For more information on our open programmes or on our customised learning solutions, please contact:

+ 357 22 46 22 46, Email: [execadmin@ciim.ac.cy](mailto:execadmin@ciim.ac.cy)