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Mobi- Antoine Delers



Read CRM Antoine Delers le livre en ligne PDF EPUB mobi, Un guide pratique et accessible pour tout savoir sur le CRM ou la gestion de la relation client

Vos clients vous lâchent les uns après les autres ? Ou bien vous n'arrivez pas à en convertir de nouveaux ? Actuellement, puisque répondre aux requêtes exigeantes de ses derniers semble la clé de réussite de toute entreprise, pourquoi ne pas adopter une approche CRM (*Customer Relationship Management*) adaptée ? Incontournable, cet outil complet risque bien de changer votre manière d'appréhender les contacts avec vos clients et ce, pour le plus grand plaisir de tous : en augmentant leur satisfaction vous vous assurez parallèlement un meilleur rendement !

Ce livre vous aidera à :

- Maîtriser les bases du CRM ;
- Imaginer une stratégie efficace ;
- Élargir et fidéliser votre clientèle ;

- Et bien plus encore !

Le mot de l'éditeur :

« Avec l'auteur, Antoine Delers, nous avons cherché à sensibiliser les lecteurs à l'importance que revêt la gestion de la relation client afin qu'ils parviennent à élargir et fidéliser leur cible. » - Juliette Nève

À PROPOS DE LA SÉRIE 50MINUTES | Gestion & Marketing

La série « Gestion & Marketing » de la collection 50MINUTES fournit des outils pour comprendre rapidement de nombreuses théories et les concepts qui façonnent le monde économique d'aujourd'hui. Nous avons conçu la collection Business & Economics en pensant aux nombreux professionnels obligés de se former en permanence en économie, en management, en stratégie ou en marketing. Nos auteurs combinent des éléments de théorie, des études de cas et de nombreux exemples pratiques pour permettre aux lecteurs de développer leurs compétences et leur expertise.

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Read CRM Antoine Delers le livre en ligne PDF EPUB mobi, The regular type of help documentation is really a hard copy manual that's printed, nicely bound, and functional. It operates as a reference manual - skim the TOC or index, get the page, and stick to the directions detail by detail. The challenge using these sorts of documents is the fact that user manuals can often become jumbled and hard to understand. And in order to fix this problem, writers can try and employ things I call "go over here" ways to minimize the wordiness and simplify this content. I've found this approach to be extremely ineffective most of the time. Why? Because **crm** are considered unsuitable to get flipped through ten times for just one task. That is what online assistance is for.

If you realize your crm so overwhelming, you are able to go ahead and take instructions or guides in the manual individually. Select a special feature you wish to give attention to, browse the manual thoroughly, bring your product and execute what the manual is hinting to complete. Understand what the feature does, using it, and don't go jumping to a different cool feature till you have fully explored the actual one. Working through your owner's manual by doing this assists you to learn everything concerning your digital product the best and most convenient way. By ignoring your digital product manual and not reading it, you limit yourself in taking advantage of your product's features. When you have lost your owner's manual, look at product instructions for downloadable manuals in PDF

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