

NEWSLETTER

April 2009

ISSUE NO: 1

Welcome to our first Newsletter.

In this issue, we introduce you to the Outlook Partnerships Team & review how Relationship Management in your business can help to achieve your business results.

We also cover

- Customer Relationships
- Business success in the current recession...
- New Appointments
- Upcoming course events



*Amanda Riddle,
Managing Director*



Outlook Partnerships

What Do We Do?

We work in partnership with our customers to understand their business, their goals and the current issues they are facing. We tailor our training solutions to meet your business needs and provide practical, engaging & innovative training, coaching & development solutions.

Outlook Partnership is fully committed to improving workplace performances and developing individual's skills, capabilities and attitudes with highly effective tools and techniques which directly affect your business results.

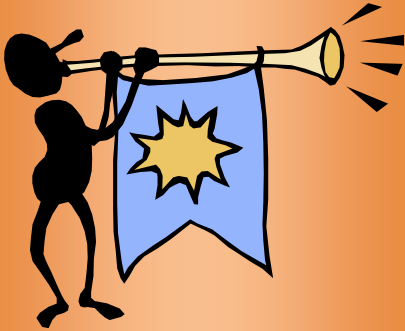
Amanda Riddle

I have over 20 years experience - started young!! in HR & Training within a variety of Private & Public Sector businesses. I actively seek opportunities to support others and ensure maximum growth of individuals' development, through mentoring and leadership programmes.

How is your business managing Customer Relationships?

Is your business focusing on the recession or focusing on growth? The law of attraction states, 'whatever you are focusing on is what you are likely to get.'

The value of an organisation is its employees and most importantly the quality of their customer relationships. Customer relationship management is not just the application of technology but is a strategy to learn more about customers' needs and behaviours in order to develop stronger relationships with them. In a global recession such as now, customer retention is absolutely critical. As companies scramble to survive, it's more important than ever to focus on effectively servicing existing customers as a source of immediate relief and long-term value.



Some rewarding results from improved customer relationship management

- ✓ Increases the Customers' experience
- ✓ Develops long term customer relationships
- ✓ Improves sales
- ✓ Manages customer conflict more productively
- ✓ Creates Win/Win situations
- ✓ Increases profitability

The saying, 'if you don't take care of your employees, they won't take care of your customers', is key in this recession where it is more important than ever to keep existing customers loyal. The cost of acquiring new customers is higher through marketing and customer initiatives and all of these costs reduce your profit.

The more effective your relationships are maintained with your current customers the easier it is to conduct business and generate revenue.

Measuring, training and rewarding employees can all be effective tools to ensure that staff are engaged with your brand message, but making customer-facing employees the voice can be even more rewarding.

Creating and delivering great customer experience can only be achieved, by aligning the entire organisation to what you want your customers to experience from your brand.

Outlook Partnerships supports its customers to achieve great customer satisfaction by using, as one of its cornerstone tools, the Strength Deployment Inventory®. These tools enable individuals to understand their motivational values and personal strengths in relating to others and by doing so can provide individuals with a greater understanding of customer's true needs. The tools are also excellent for improving leadership styles in managers, reviewing team dynamics and managing conflict productively. All of this results in the maximisation of employee performance and most importantly the development of effective relationships. Happy employees are more likely to develop good quality customer relationships with your clients.

How to succeed in this recession...

Businesses should continue to plan for the future even in an economic downturn. Most businesses are thinking of cutting costs, but for a business to make profit they will need to spend money by building on their brand values to help others see their potential and strengths - this will help build the company reputation through recognition of their values and qualities.

Most companies are spending on marketing strategies, freeing up cash to meet service goals and corporate objectives that will persist even after the current economic crisis subsides.

Interview with Outlook Partnerships Office Manager - Nick Riddle

Q What do you think of your new role at Outlook Partnerships?

A My whole career to date has come from a manufacturing background, so my new role is very different.

There is still so much to learn and my role has created new challenges in a very enjoyable and productive manner.

Q Can you describe a time in your new role when you had to work exceptionally hard to provide great customer service & what was the outcome?

A I take great pride in delivering comprehensive and effective tailored training solutions to meet our customers' needs.

My view is that if a business is to invest in training within the current climate, then there is a need to ensure they see a benefit from the training being offered.

One of our customers recently had a training need to improve relationships within their team.

I produced Portrait of Personal Strengths feedback charts
continued over

Times might be tough but take control of the situation and you will dash ahead when sales start to recover. Yes this is the time to streamline operations by equipping your sales and customer facing employees with enhanced future-proof ideas on how they can build on their current successful techniques, so that you are ready to sprint out of the gate when the economy bounces back.

Other solutions include developing a plan to improve your current knowledge of your industry, and how you continue to focus on generating higher levels of customer satisfaction leading to market growth and improved profit margins.

By being well ahead of the game, you never know: you could come out the other side with a healthier, more profitable business. Remember don't focus on the bad news but on the opportunities!!

New Upcoming Course: Relationship Management Training

Overview: Relationships are critical to the success of every business. It takes months to build successful relationships, which can be easily destroyed within seconds due to lack of appreciation and understanding. This course will enable individuals to understand their natural styles of motivation, how this relates to others and how to effectively manage, communicate and influence with impact. The course will also develop an understanding of how to adapt your behaviour to achieve results as well as manage conflict productively at the early stages.

This course is suitable for People Managers, Sales Individuals and Customer Service representatives who can affect the results of your business.

Topics covered

- Relationship Awareness
- Strength Deployment Inventory©
- Adapting your Behaviour to Achieve Results
- Communicating, Motivating and Influencing with impact
- Resolving Conflict Productively

These charts provided information which allowed both the individual and the teams to understand how their personal strengths were either helping or hindering their team dynamics. The customer feedback was excellent and they felt that the tools used within the Relationship Management course had provided them with a completely different outlook on their teams' performance.

Q Give me an example of a time when you have had to persuade your manager to agree with your view?

A It soon became apparent that there was a lack of systems & processes to manage course admin. Amanda discussed the importance of providing our customers with a tailored training solution and therefore each customer receives a completely different service.

I also believe every customer should receive a tailored approach but felt that my role as Office Manager, was to improve processes to ensure efficient service was provided. Amanda agreed and I am now reviewing the service levels provided to our customers and identifying areas for improvements.

Duration: 2 Days
Location: East Midlands
Cost: £465 per delegate

Course comments from previous delegates:

- ☑ *Provided me with some practical tools which I could apply immediately to improve customer relationships*
- ☑ *Helped me to understand how my own behaviour affected others' and how to build effective relationships and avoid conflict by adapting my style.*
- ☑ *I have attended previous customer services courses but nothing like this, I learnt how to recognise customers' true needs.*
- ☑ *Truly engaging, fun and thought provoking course*
- ☑ *Helped me to realise the difference between Customer Service & Customer Experience and the importance of 'customer experience'*

Course Booking availability or contact Details:

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