BLACKBIRD FOR TRAINING

CRM & Presentation Skills

15 – 19 February 2027
Lisbon (Portugal)



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Introduction

In today's competitive business environment, success depends not only on the quality of products and services but also on how organizations build and sustain meaningful relationships with their clients. CRM & Presentation Skills are essential for professionals aiming to connect data-driven insights with persuasive communication that influences decisions and drives growth.

This course is designed to help participants master two core competencies: managing customer relationships strategically and presenting information with clarity, confidence, and impact. By combining analytical thinking with communication excellence, participants will gain the ability to turn customer insights into powerful business strategies and deliver compelling presentations that inspire action.

Course Objectives

By the end of this course, participants will be able to:

- Understand the key principles of Customer Relationship Management CRM and its strategic importance.
- Analyze customer data to identify patterns, behaviors, and opportunities.
- Develop long-term relationship strategies that enhance customer loyalty.
- Design and deliver impactful presentations tailored to different audiences.
- Apply storytelling and persuasion techniques to strengthen communication effectiveness.
- Use CRM tools to align marketing, sales, and customer service functions.
- Improve customer experience through targeted communication strategies.
- Integrate CRM insights into executive-level reports and presentations.

Course Outlines

Day 1: Introduction to Customer Relationship Management

- Definition and components of CRM in modern organizations.
- Understanding the customer lifecycle and retention strategies.
- Using data analytics to enhance relationship quality.
- Cross-departmental integration and collaboration through CRM systems.
- Practical activity: mapping the customer journey.
- Group discussion: key challenges in CRM implementation.



Day 2: Developing Effective Customer Strategies

- Building loyalty through personalized engagement.
- Designing customer-focused communication strategies.
- Measuring customer satisfaction and performance indicators.
- Role of sales, marketing, and service in customer retention.
- Workshop: creating a customer relationship improvement plan.
- Case study: successful examples of customer-centric transformation.

Day 3: Fundamentals of Professional Presentation Skills

- Elements of a powerful presentation — structure, message, and delivery.
- Crafting content based on audience needs and context.
- Controlling tone, pacing, and body language for credibility.
- Techniques for opening and closing presentations effectively.
- Practical session: preparing and delivering a short presentation.
- Performance feedback and improvement tips.

Day 4: Persuasion, Storytelling, and Influence

- The psychology of persuasion and audience engagement.
- Building compelling arguments using data and narrative.
- Managing questions, objections, and difficult audiences.
- Visual communication techniques for impactful presentations.
- Team exercise: developing and presenting a persuasive business case.
- Trainer-led evaluation and constructive feedback.

Day 5: Integrating CRM Insights into Business Presentations

- Using CRM data to craft evidence-based presentations.
- Converting customer insights into strategic proposals.
- Designing executive reports that support decision-making.
- Creating action plans to improve customer engagement and loyalty.
- Final presentation: delivering a data-driven, persuasive pitch.
- Course wrap-up, performance review, and next-step recommendations.



Why Attend This Course? Wins & Losses!

- Gain an in-depth understanding of modern CRM strategies.
- Strengthen analytical and communication skills simultaneously.
- Learn how to convert data into actionable business insights.
- Build professional presentation skills that influence decisions.
- Improve customer engagement and satisfaction.
- Enhance sales performance through relationship-driven approaches.
- Develop confidence in delivering persuasive executive presentations.
- Combine technology, analysis, and human connection for greater impact.

Conclusion

The CRM & Presentation Skills course bridges the gap between analytical strategy and interpersonal communication. It equips participants with the dual ability to manage client relationships intelligently while presenting ideas that resonate with clarity and confidence.

By integrating customer data with impactful communication, participants learn how to influence decisions, build trust, and enhance institutional success. This course is not only a development experience — it is a strategic investment in long-term organizational performance and leadership excellence.

