

# ITI

Interra  
Training  
Institute



Corporate  
Training Brochure



# About ITI



At the Interra Training Institute (ITI), we strive to contribute to the growth and profitability of your organization by providing the appropriate tools and training necessary for job excellence and career advancement. We have been working with businesses like yours since 2005, and draw upon our vast experience spanning across industries, business functions, countries and culture to deliver a value-adding experience for your most valuable assets - your people.

A photograph of two men in an office setting. One man, wearing a grey suit, is smiling and pointing towards a computer monitor. Another man is partially visible on the right, looking at the screen. The monitor is a Dell brand. A blue diagonal banner is overlaid on the image, containing the text 'Leadership Development'.

# Leadership Development



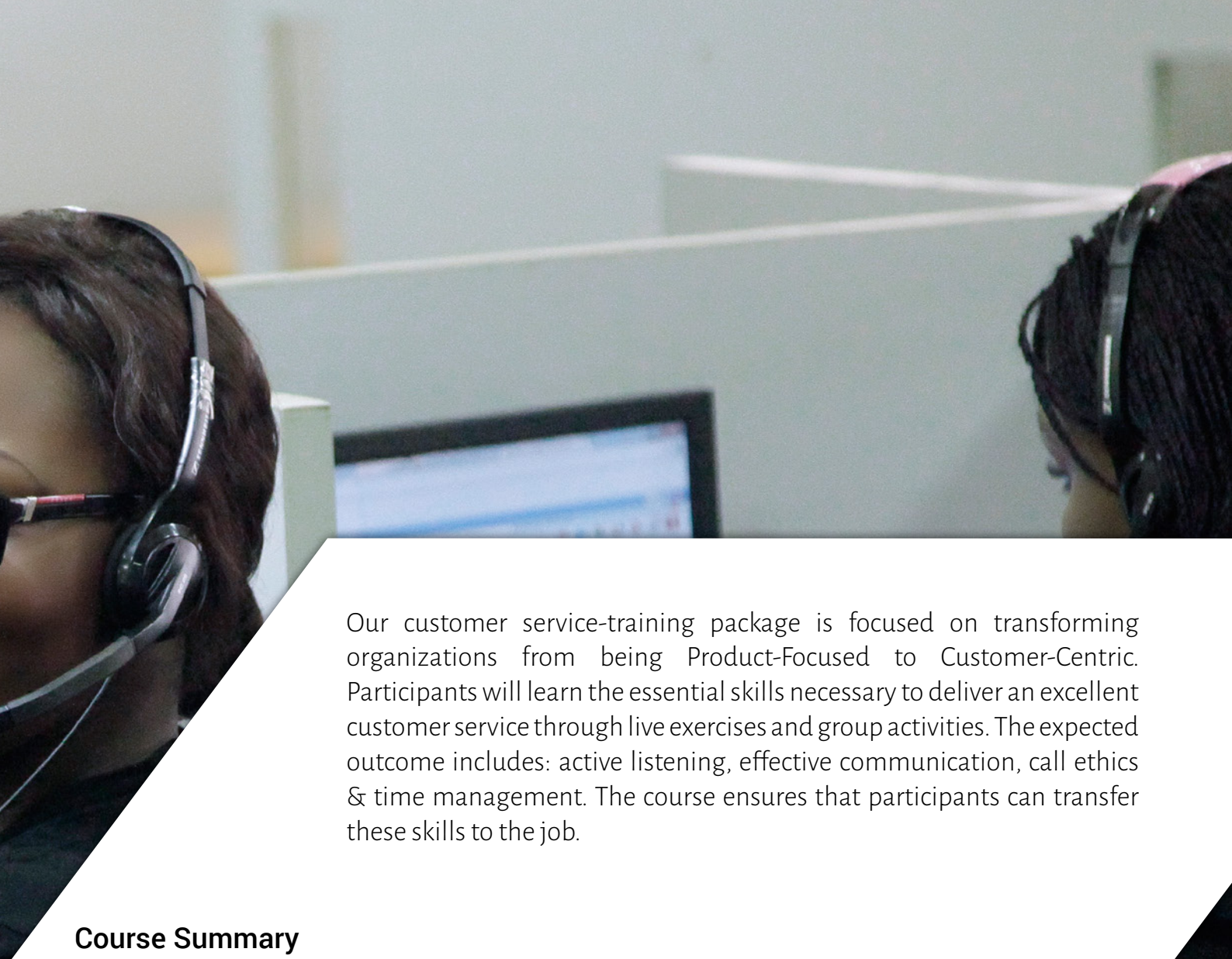
This leadership training is aimed at enabling participants accomplish their potentials through: team building, strategic planning and decision making. These courses will teach valuable insights, proven to work in a “real world” environment. The course will improve participant's performance by increasing effective leadership skills which will enable them be ready to meet the difficult challenges of today's economy and business world.

## Course Summary

Duration	2 Days
Audience	Our leadership training programs benefits anyone who interacts with internal or external customers, project team leaders, employees who serve on teams or managers who want to enhance other skills through team leadership development in order to achieve outstanding results.
Courses	<ul style="list-style-type: none"><li>• Developing Leadership Competencies</li><li>• Essential Management Skills</li><li>• Building and Developing Productive People</li><li>• Enhancing Workplace Productivity</li><li>• Developing Personal Leadership</li><li>• Achieving Organizational Results</li><li>• Defining the Performance Process</li><li>• Appraisal Systems and the Coaching Process</li></ul>



## Introduction to Customer Service Principles



Our customer service-training package is focused on transforming organizations from being Product-Focused to Customer-Centric. Participants will learn the essential skills necessary to deliver an excellent customer service through live exercises and group activities. The expected outcome includes: active listening, effective communication, call ethics & time management. The course ensures that participants can transfer these skills to the job.

## Course Summary

Duration	2 Days
Audience	This course is recommended for Contact Center Agents, all Customer-Facing employees and Support Personnel. Front Desk officers will find this particularly useful.
Outcome	<ul style="list-style-type: none"><li>• Learn how to empower customer service in the organization</li><li>• How to measure and reward great customer service</li><li>• Improve first call resolution</li><li>• Understand how to increase productivity and good service</li></ul>
Courses	<ul style="list-style-type: none"><li>• Proactive Customer Service</li><li>• An Overview to the Dynamic Contact Center Profession</li><li>• Service Mentality</li><li>• Essential Elements of Internal Customer Service</li><li>• An Overview to Killer phrases</li><li>• Telephone management Skills</li></ul>



**Advanced  
Customer Service &  
Telemarketing**



This module is intended to introduce participants to advanced customer service skills. The goal is to reinforce positive service practices and a strong set of customer service values to keep service skills and strategies fresh in the minds of employees. Simply put, the higher quality customer service you provide, the higher level of customer satisfaction you will enjoy, and that will translate into repeat business and more revenue.

## Course Summary

Duration	2 Days
Audience	This training is recommended for Customer Relationship Managers, Contact Center Supervisors, Back Office Team Service Representatives & Experienced Customer Service Personnel
Outcome	<ul style="list-style-type: none"> <li>• Improved staff morale and increased turnover</li> <li>• Improved customer satisfaction index</li> <li>• Increased call resolution rates</li> <li>• A common service language</li> <li>• The quality assurance course provides participants with an understanding of quality principles and techniques aimed at enhancing quality assurance systems in a call center or company</li> <li>• Increase in company sales through telemarketing</li> </ul>
Courses	<ul style="list-style-type: none"> <li>• From Curt to Courteous</li> <li>• Building trust and rapport</li> <li>• Dealing with mother Tongue Interference</li> <li>• How the power of attitude helps resolve challenging situations</li> <li>• Service Recovery</li> <li>• Contact center Management</li> <li>• The A+ Agent</li> <li>• Maintaining Customer relationships</li> <li>• Telemarketing/tele sales</li> <li>• Quality Assurance</li> </ul>

A hand is shown holding a stack of three wooden blocks. The top block has the letter 'C', the middle block has the letter 'R', and the bottom block has the letter 'M'. The background is dark and out of focus, showing a person in a suit. A white triangular shape is on the right side of the image.

**C**

**R**

**M**

**Principles of Customer  
Relationship Management**

With the Mammoth degree of competition in the market place, an effective competitive strategy would be to place significant amount of resource into client retention business process. The expected outcome of these steps would be to ensure you not only maintain revenue generating business relationships, but to get more and more businesses from them via upselling opportunities, cross selling opportunities and business referrals.

Our Customer Relationship Management (CRM) program is designed at arming; Sales and Marketing executives, Business Development Executives, Business Account Managers with these contemporary skills and tools required to develop (and maintain) value adding business relationships with clients on a one to one basis(not the traditional blanket relationships). This skill set is particularly useful for organizations on a mission to transform from being product emphatic to customer emphatic.

Duration	3 Days
Audience	This training is recommended for Sales and Marketing executives, Business Development Executives and Business Account Managers
Outcome	<p>At this program's conclusion, participants should be able to:</p> <ul style="list-style-type: none"> <li>• Analyze the different components of a CRM Strategy</li> <li>• Develop an understanding of the terms and benefits of CRM on a company's bottom line</li> <li>• Carry out aggressive upselling and cross-selling</li> </ul>
Courses	<ul style="list-style-type: none"> <li>• Analyzing Different Components of a CRM Strategy</li> <li>• Principles of Upselling and Cross-Selling</li> <li>• Understanding the benefits of a CRM Strategy your organization (group discussion)</li> <li>• Introduction to CRM tools</li> <li>• CRM tools and your sales process</li> <li>• CRM tools and your sales process (hands on)</li> <li>• Course Project</li> </ul>



# CRM

## Advanced Customer Relationship Management

One safe and realistic method some organizations use in sales forecasting is to analyze and manipulate information/data/behavior of their current customers. Consequently such an organization would have to build a robust customer relationship strategy that ensure their customer retention rate is not less than excellent. It is also imperative that the CRM strategy should directly or indirectly stimulate customer loyalty.

This course equips delegates in sales management and executive management with the skills and tools required to develop CRM business strategies that optimize profitability, revenue and customer lifetime value. Delegates will also learn how to use CRM tools to manage and enhance the productivity of their sale team.

Duration	3 Days
Audience	This training is recommended for Sales and Marketing executives, Business Development Executives and Business Account Managers
Outcome	<p>Expected Outcome for Advanced Customer Relationship Management:</p> <ul style="list-style-type: none"> <li>• Develop and implement advanced CRM strategies</li> <li>• Enhance your customer loyalty</li> <li>• Define a sales process that leads to up sales and cross sales</li> <li>• Using a CRM tool for team productivity enhancement not monitoring</li> <li>• Implementation of an Enterprise CRM: The role of the sales management team</li> </ul>
Courses	<ul style="list-style-type: none"> <li>• Developing an advance value adding CRM strategy</li> <li>• Designing a Sales process that assures customer loyalty</li> <li>• Advanced Up selling and cross selling techniques</li> <li>• Using Catalytic Measures to Improve CRM</li> <li>• Choosing the right CRM for your organization</li> <li>• Enterprise CRM tool implementation: the role of the sales management</li> <li>• Project Presentation</li> </ul>

# Training Calender

LEADERSHIP DEVELOPMENT	NO OF RUNS	DURATION	March
Developing Leadership Competencies	3	2days	3rd - 4th
Essential Management Skills			
Building and Developing Productive People			
Enhancing Workplace Productivity			
Developing Personal Leadership			
Achieving Organizational Results			
Defining the Performance Process			
Appraisal Systems and the Coaching Process			
INTRODUCTION TO CUSTOMER SERVICE PRINCIPLE	NO OF RUNS	DURATION	March
Proactive Customer Service	4	2days	17th - 18th
An Overview to the Dynamic Contact Center Profession			
Service Mentality			
Essential Elements of Internal Customer Service			
An Overview to Killer phrases			
Basic Telephone Skills			
ADVANCED CUSTOMER SERVICE	NO OF RUNS	DURATION	March
From Curt to Courteous	4	4days	28th - 31st
Building trust and rapport			
Dealing with mother Tongue Interference			
How the power of attitude helps resolve challenging situations			
Service Recovery			
Contact center Management			
The A+ Agent			
Maintaining Customer Relationships			
Telemarketing			
Quality Assurance			
PRINCIPLES OF CUSTOMER RELATIONSHIP MANAGEMENT	3	3 days	
Analyzing Different Components of a CRM Strategy			
Principles of Upselling and Cross-Selling			
Understanding the benefits of a CRM Strategy your organization (group discussion)			
Introduction to CRM tools			
CRM tools and your sales process			
CRM tools and your sales process (hands on)			
Course Project			
ADVANCED CUSTOMER RELATIONSHIP MANAGEMENT	3	3days	
Developing an advance value adding CRM strategy			
Designing a Sales process that assures customer loyalty			
Advanced Up selling and cross selling techniques			
Using Catalytic Measures to Improve CRM			
Choosing the right CRM for your organization			
Enterprise CRM tool implementation: the role of the sales management Project Presentation			

\*\*\*Note: We go beyond our training syllabus to develop courses that suit your organizational needs

April	May	June	July	August	September	October	November
		9th - 10th			8th - 9th		

April	May	June	July	August	September	October	November
	12th - 13th			4th - 5th			3rd - 4th

April	May	June	July	August	September	October	November
		7th - 10th			6th - 9th		15th - 18th

13th - 15th			6th - 8th			26th - 28th	

	25th - 27th			17th - 19th			9th - 11th

## Training Experience

Interra Training Institute has proven expertise in capacity building training which is achieved through our strong training partners.

**Engagement** – Participants find our trainings engaging. The continuous attentions and interest is generated by encouraging lively hands-on participation by providing real life scenarios.

**Multi-media** – We include videos and animated slides to keep the interest high.

**Simplicity** – No matter how complex the materials appear, we deliver it in the simplest form that makes it easy for participants to absorb.

**Exercises** – While we keep knowledge, skills and attitude in close balance, we focus on more skill development through carefully chosen hands-on real life exercises.

Below is a list of some of our clients;



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