CUSTOMER ACQUISITION, RETENTION & SALES GROWTH STRATEGIES COURSE

Introduction

The Customer Acquisition, Retention & Sales Growth Strategies Programme is an advanced professional programme designed to equip sales, marketing, business development and customer experience professionals with the strategic capabilities required to attract new customers, convert prospects, retain existing customers, increase customer value and build sustainable sales growth. In competitive markets, organizations need to manage the entire customer lifecycle rather than focusing exclusively on acquiring new customers. Sustainable commercial performance depends on the ability to identify the right prospects, develop effective acquisition strategies, convert opportunities, deliver customer value, prevent avoidable customer loss and expand relationships with existing customers. This programme provides an integrated framework covering the complete commercial customer journey: Market Opportunity → Lead Generation → Customer Acquisition → Onboarding → Retention → Relationship Development → Cross-Selling → Up-Selling → Customer Advocacy → Revenue Growth

Course Objectives

- Develop integrated customer acquisition and retention strategies.
- Identify and prioritize high-value customer segments and prospects.
- Develop ideal customer profiles and targeted acquisition plans.
- Build effective customer acquisition funnels and conversion processes.
- Improve lead qualification and prospect-to-customer conversion.
- Design customer onboarding and engagement strategies.
- Identify customer churn risks and develop retention interventions.
- Apply customer lifetime value and customer profitability concepts.
- Develop effective cross-selling and up-selling strategies.
- Improve customer loyalty and relationship development.

- Use CRM and customer analytics to manage customer lifecycle performance.
- Develop sustainable sales-growth strategies based on acquisition, retention and customer expansion.

Course Modules

> Module 1: Customer Growth Strategy & Commercial Performance
- Principles of customer-led business growth
- Linking customer strategy with revenue objectives
- Customer acquisition, retention and expansion economics
- Developing an integrated customer-growth strategy

> Module 2: Customer Segmentation & Ideal Customer Profiling
- Customer segmentation frameworks
- Developing ideal customer profiles
- Customer value and profitability analysis
- Prioritizing high-potential customer segments

> Module 3: Customer Acquisition Strategy & Lead Generation
- Customer acquisition channels and strategies
- Lead-generation systems and prospecting
- Digital and relationship-based acquisition
- Acquisition cost and channel-performance analysis

> Module 4: Sales Conversion & Customer Onboarding
- Lead qualification and conversion processes
- Customer acquisition funnels
- Removing barriers to purchase
- Designing effective customer onboarding experiences

> Module 5: Customer Experience, Engagement & Relationship Management
- Customer journey mapping
- Customer experience and engagement strategies
- Relationship-building across customer touchpoints
- Measuring customer satisfaction and engagement

> Module 6: Customer Retention, Loyalty & Churn Management

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- Drivers and indicators of customer churn
- Customer retention strategies
- Loyalty and relationship-development programmes
- At-risk customer identification and recovery

> Module 7: Customer Lifetime Value & Profitability Management
- Customer lifetime value concepts and measurement
- Customer profitability and cost-to-serve
- Acquisition cost versus customer value
- Portfolio-based customer investment decisions

> Module 8: Cross-Selling, Up-Selling & Account Expansion
- Identifying customer expansion opportunities
- Cross-selling and up-selling strategies
- Share-of-wallet development
- Strategic account-growth planning

> Module 9: CRM, Customer Analytics & Lifecycle Performance
- CRM systems and customer-data management
- Customer lifecycle analytics
- Retention, churn and conversion dashboards
- Data-driven customer-growth decisions

> Module 10: Sales Growth Strategy, Measurement & Continuous Improvement
- Customer-growth KPIs and performance dashboards
- Acquisition, retention and expansion metrics
- Testing, optimization and growth experimentation
- Developing a sustainable customer-growth roadmap

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