



Erasmus+

We-run Course

Lesson 4 and 5 Customer contacts and relationships



The aim of lessons 4 and 5 is to understand the fundamentals of human communication and to apply them to their own business ideas. It is also about the definition of the specific client groups with which the entrepreneur will have to deal, where to find them and how to address them. Therefore, concepts and plans are developed for this purpose.

1. Further development of the Business Model Canvas with regard to customers - Detailed planning of the customer benefit with the help of the value proposition canvas

1.a. Video explanation English:

<https://www.youtube.com/watch?v=aN36EcTE54Q>

<https://strategyzer.com/canvas/value-proposition-canvas>

1.b. Group work divided into business areas: application of the value proposition canvas to the different business areas

1.c. Exchange in the plenum and complement the results of the groups by the ideas of the other groups.

2. Elevator Pitch:

Exercises for two:

2.a. In the elevator we meet a woman who wants to go to the same floor and suppose that she wants to visit the same event and use that to start a conversation with a short presentation of our product.

2.b. In the elevator we meet a man, who speaks to us and use this situation to start a conversation with a short presentation of our product.

3. Customer Profiles - Designing Personas

2.a. Desired customers:

Who are they (age, gender, educational status, personality, occupation, family, housing situation), what do they do (work, hobbies, duties and possibilities), what motivates them (by profession, in leisure), what do they need, desire and dream of?

Each participant develops 2 - 3 people with detailed information about their living and working situations, surroundings and accessibility, characteristics and communication channels

2.b. Role playing game:

The participants mutually play the role of one of the personas and present the business idea.

4. Customer contact and communication

3.a. Principle Input: communication

Based on: <https://www.skillsyouneed.com/ips/communication-skills.html>

3.b. Joint considerations based on Annex 4a: Customer communication

5. Networking

4.a. My personal network - family and friends, professional network, network through association membership, volunteer activities, hobbies, virtual network

4.b. Group discussion on the exchange of experiences: how do I keep my network alive?

4.c. Individual work: recording the personal network (A3 paper, graphically supported presentation - network, overlapping sets or Mind Map) - inserting concrete names

4.d. Working together and consideration of priorities in their own network according to the input

6. Relaxation

Introduction and practical exercises to progressive muscle relaxation according to Jacobson, meditation and autogenous training

See also Annex 7a_ relaxation techniques

Videos:

Customer language: <https://www.youtube.com/watch?v=jhMciQc5XIE>

Introduction to CRM (Customer Relationship Management):
<https://www.youtube.com/watch?v=CtRxcMxbZXI>

What is CRM: <https://www.youtube.com/watch?v=7me7mjvTiI>

What is CRM: <https://www.youtube.com/watch?v=XmnPlfJh7zM>

Customer Relationship Management: <https://www.youtube.com/watch?v=wJ63PqPljcM>

The best CRM: <https://www.youtube.com/watch?v=Mmm-7o4gVrk>

Networking:

<https://www.jbs.cam.ac.uk/entrepreneurship/resources/networking-skills/#item-1>

<http://www.investopedia.com/articles/personal-finance/091615/10-tips-strategic-networking.asp>

<https://www.entrepreneur.com/article/196758>

https://en.wikipedia.org/wiki/Personal_network

https://en.wikipedia.org/wiki/Business_networking

Practice:

Individual communication plan for your own customer groups and planning of relationship management (introductory offers, work at the presentation video).