
Undergraduate Certificate in CRM Strategies for Automobile Dealerships

Customer Relationship Fundamentals

mindmap

root((Customer Relationship Fundamentals))

- Customer Relationship

 - Building Trust

 - Value Creation

- CRM Objectives

 - Segmentation Analysis

 - Performance Metrics

- Dealership Operations

 - Service Management

 - Sales Strategy

- Market Trends

 - Digital Transformation

 - Competitive Analysis