

PROGRAMME BROCHURE

CRM Skills & Training

A practical, mentoring-led programme for professionals who want to understand CRM systems, use them with confidence, and apply that skill to advance their career — no prior CRM experience required.

Programme Overview

Foundations today. Career impact tomorrow.

This programme is built for adult and professional learners who want more than surface-level familiarity with CRM — a genuine, working understanding of how customer relationship systems function, and how to apply that with confidence in your own role. It combines practical, hands-on skill-building with the professional English needed to communicate clearly in customer-facing work. This is mentoring and training as much as it is tuition: the goal is that you leave able to *use* a CRM system well, not just recognise the terminology.

STAGE 1 — INDUSTRY FOUNDATIONS

Introduction to CRM

CRM systems sit behind almost every sales and service team — understanding the basics is a genuinely transferable skill.

- What CRM software actually does, and how customer data flows through a business
- Why CRM matters to sales, service, and marketing teams alike
- The everyday English of customer-facing roles: client notes, internal updates, follow-ups
- Practical ways to keep customer records clear, accurate, and useful to your team

STAGE 2 — CAREER PATHS

How to Start a Career in CRM

Built for those moving into sales support, account management, or customer success roles.

- Hands-on familiarity with how CRM systems are used day to day
- How to write clear, professional client notes and updates
- How to handle customer communication with confidence
- How to present yourself well in interview for a CRM-facing role

OUTCOME | Understand CRM. Use it with confidence. Advance your career.

Skills Across Three Dimensions

What you'll gain by the end of the programme

TECHNICAL

Working with CRM systems

- Hands-on use of common CRM platforms and features
- Logging and organising customer data accurately
- Understanding sales and service pipelines
- Spotting how CRM data connects across teams

SOFT SKILLS

Communicating with confidence

- Writing clear, professional client notes and updates
- Handling customer communication with the right tone
- Listening for and capturing what matters in a client interaction
- Confident interview and workplace conversation

BUSINESS

Applying CRM at work

- Turning CRM data into useful follow-ups and actions
- Supporting sales, service, or account management processes
- Presenting CRM skills on a CV and in interviews

Who This Is For

Professionals moving into sales support, account management, or customer success roles; career-changers entering customer-facing work; anyone who uses a CRM system day-to-day and wants more fluency and confidence; and anyone who wants clearer, more professional client communication skills.

Pricing

Simple options, whichever way you'd like to start

TRY IT FIRST

Taster Session — £25

A single 1:1 session, no obligation. A low-risk way to meet your tutor and see how the programme works before committing to the full track.

STAGE 1

Industry Foundations — £115

3 × 1:1 sessions covering the Introduction to CRM curriculum in full.

BEST VALUE

Full Career Track — £275 (Save £20)

Industry Foundations + Career Paths together — 9 × 1:1 sessions in total, taking you from first principles through to career-ready confidence.

- Available as one payment of £275
- Or 3 monthly payments of approximately £92

PREFER TO LEARN AT YOUR OWN PACE?

Self-Paced Learning Packs

Same core content, without live sessions — ideal if you'd rather work through the material independently and on your own schedule.

- Introduction to CRM (self-paced) — £45
- Industry Foundations (self-paced) — £60

NOTE | Taster session fee is deducted from your track price if you enrol within 14 days.

How It Works

A simple, guided path from foundations to impact

1

Start with Industry Foundations

Build a clear, practical understanding of CRM systems and begin applying that confidently in your own day-to-day work.

2

Progress to Career Paths

Move from general familiarity to career-ready capability — practical workflows, terminology, and interview-ready confidence.

3

Apply it — Your Impact

Bring what you've learned back into your role: add value to your team, communicate with customers more clearly and confidently, and keep building on that fluency over time.

Format & Delivery

Delivered 1:1, at your own pace, with a structure that adapts to your starting point and goals — whether that's building confidence for your current role or preparing for a move into a customer-facing position. As with all ALM Learning programmes, this is personal, mentoring-led tuition rather than a fixed, one-size-fits-all course.

Ready to start your CRM journey?

Get in touch to discuss scheduling, pricing, and the best starting point for you.

contact@almlearning.com