



Certified Customer Focus
Management Professional
VS-1364

Vskills Certifications

Vskills Brochure



Skills for a secure future

Certified Customer Focus Management Professional

Certification Code VS-1364

"Customer focus" is a marketing term that means keeping the customer in mind when selling products and services. Customers have certain needs and wants, which companies must meet to increase sales and profits. Some companies structure their management teams around specific customers.

Customer focused organizations easily succeed in the ever competitive business environments.

The course covers customer focus, customer expectations, customer needs, consumer perception, consumer attitudes, customer focused organization, customer focused interaction, customers listening and tools

Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Customer Focus Management Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

Who will benefit from taking this certification?

Job seekers looking to find employment in marketing, sales, customer service and customer support departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

Fee Structure

Rs. 3,499/- (Excludes taxes)*

* Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

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Sample Questions

1. What is the flow type of perception from exposure to memory

- A. Referential
- B. Curved
- C. Linear
- D. Deviatory

2. What does value refers to

- A. set of features
- B. product benefits
- C. psychological benefits offered
- D. All of these

3. Which of the following refers to selective perception

- A. avoiding painful messages
- B. avoiding threatening messages
- C. a lower awareness of stimuli irrelevant to their needs
- D. All of these

4. What results in individuals being subjected to a number of influences

- A. Perceptual Interpretation
- B. Physical Appearances
- C. Perceptual Distortion
- D. Grouping

5. What does the positioning conveys

- A. meaning of the product
- B. concept of the product
- C. how product fulfills a consumer need
- D. All of these

Answers: 1 (C), 2 (D), 3 (D), 4 (C), 5 (D)

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& many more job related certifications

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