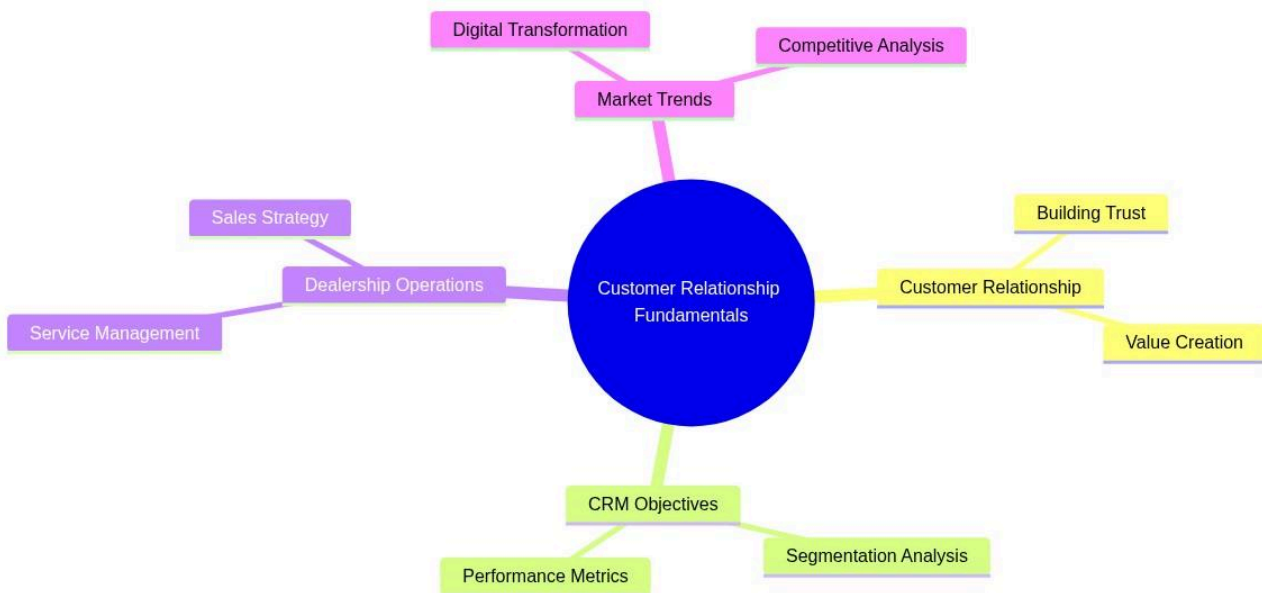


Undergraduate Certificate in CRM Strategies for Automobile Dealerships

# 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