



**LAGOS  
BUSINESS  
SCHOOL**

PAN-ATLANTIC UNIVERSITY



# Winning And Customer Retention Strategies in Critical Times

Learn effective strategies to attract new customers and retain existing ones creating a loyal customer base



Programme date  
**September 8, 2026**



Mode of delivery  
**Hybrid**



Duration  
**3 days**



Fee  
**₦750,000**  
Excluding VAT

## Overview

To succeed in today's Nigerian challenging environment; skills, knowledge, tools and an unprecedented degree of effective business strategies, innovation, resilience, and agility are required to succeed and maintain continuous growth in a challenging economy. Business leaders must develop the skills and vision needed to succeed in their organizations. Managers must be able to gather and process large amounts of information and examine masses of details to obtain the facts required for sound decision-making in a critical and turbulent economy.

This programme is designed to provide details insights and strategies to allow managers and business leaders to develop an effective framework for sustaining growth during period of critical times. Designed as a practitioner-focused program participants will be immersed in lectures, role-playing, and test cases of successful marketing and sales initiatives during critical times.

## Learning Objectives and Benefits

Participants will learn how to:

- Understanding tools and channels for actively engaging customers.
- Strategies for dealing with difficult customers, market insights, and intelligence gathering
- Buyer behavior and consumer value under critical economy
- Strategic agility to reposition your organization in critical times
- Building and leveraging loyalty with your employees, customers, and partners

## Who Should Attend

- Sales and marketing managers
- Brand managers in FMCGs and services
- Channel managers
- Advertising practitioners
- Key account/customer relationship managers in FMCGs
- Telecommunication, Banking and retail

### For More Information, Contact:

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