

CELEBRATING SERVICE EXCELLENCE

6 KEYS TO MOVING CUSTOMER EXPERIENCES

**In tough economic times, Customer service
IS the difference between success and failure.**

This program features Cherishing Customers/CARE Model and ForWORDS and BackWORDS: Words and Phrases that MOVE Business Communication!

This program encourages participants to internalize three powerful insights about customers and introduces them to unique and powerful models for inspiring true customer loyalty. Participants receive professional customer service training that helps committed service professionals:

- Create Customer Advocates by genuinely relating to concerns and wildly exceeding expectations
- Enhance awareness of the importance of responding to customers quickly and effectively
- Implement strategies to inspire amazing customer loyalty that lead to positive long-term customer relationships
- Develop an understanding of personal responsibility in responding to customer needs
- Examine the behavior and DESIRES of dissatisfied customers
- Help customers know you are on THEIR side
- Implement better strategies to address customer concerns based on style needs
- Understand the need for "putting on the customer's shoes"
- View customer feedback (complaints) as the most inexpensive, and useful forms of customer market data



SPEAKER

DEAN
LINDSAY

SAVE THE DATE

SEPTEMBER 17

10AM PST/12PM CST/1PM EST

REGISTER

