



# Achieving Service Excellence

If we boiled it down, every business – profit or non-profit – is about serving to the customers' needs. No matter what industry you are in: Government, education, retail, manufacturing, etc., it is all about the customer. To achieve service excellence, many things have to be in place: leaders have to create a service oriented culture, employees have to be on board with the mission of the organization, and your systems have to be focused on being easy to do business with. This popular and proven seminar is all about understanding what great service looks like at your organization and how to achieve that level of service. Participants walk away from this program with new ideas on how to enhance business and with new skills for implementing those ideas immediately. This seminar provides:

- Proven and easy-to-use techniques that will improve customer satisfaction immediately
- How to avoid the "I'm just doing my job" / "It's not my department" syndrome
- How to identify and satisfy your Internal Customers
- How to define good Internal Customer Service
- A better understanding of customers' perspectives and their unique wants and needs
- Key words to use and words to avoid
- Secrets to staying calm, courteous, confident, and motivated even when you are faced with "problems" all day
- The art of effective communication with the customer

## **4-hour Session:**

- The two types of customers
- Why customer service is so important
- The role of communication in customer service
- Understanding your customer's basic needs
- Why people don't complain
- Managing your customer's expectations
- The importance of having a game plan

**Call today for more information about these  
exciting programs!  
800.577.4293**

*These sessions also offered in Spanish.*