

## **IF I HEAR CUSTOMER SERVICES ONE MORE TIME, I'LL...**

This definitive program on customer service focuses on the goal of every organization-- achieving zero customer defections. It concentrates on service strategies that encourage customers to return--again and again.

Sam outlines strategies that ensure exceptional service is rendered in the territory that really counts...the three feet between you and your customer. Since service occupies no shelf space, needs no inventory and is never stale dated, Sam illustrates why "service" is really your only profit center.

Considering that the bottomline in every business is profitability, Sam outlines how to capitalize on the ramifications of the equation, "frontline = bottomline." Move service excellence beyond lip service. Use the innovative techniques outlined to deliver on your promise--to be better than you were yesterday...better than your competition is today.

### ***QUESTIONS ASKED AND ANSWERED***

What is the definition of customer service in your organization? Do customers agree it satisfies their needs? What is the weakest link in your organization? What are you doing to customer-ize your service?

### ***PROGRAM BENEFITS***

- Learning invaluable techniques to distinguish your staff, your organization from everyone in the marketplace.
- Utilizing excellent ideas that make you top-of-mind in your customers' plans--and loyalize them for the long term.
- Understand the tenets of 'heroic' service (that is, uncompromising, unconditional customer regard) and how to instill them into your organization, everyday.

### ***TAKE-AWAY VALUE***

- Maximize the crucial service "territory" between you & your customers.
- Identify and utilize new ways to exceed customers' expectations.
- Transform customer service "intangibles" into "tangibles".
- Make outstanding service your critical advantage.