

Walkabout

Seminars International

presents

World Class Service Excellence 2008

with Michelle Ray



**Your customers are the
reason you are in business!**



World Class Service Excellence 2008

ONE OF THE MOST IMPORTANT SEMINARS YOU WILL EVER ATTEND

EIGHT questions to ask yourself

- Do you? YES NO
- Work with "whiners" and difficult co-workers who are also your internal customers? YES NO
 - Find yourself wanting to hang up on the rude and abusive telephone customers? YES NO
 - Want to make a "dynamite" impression with your face-to-face customers? YES NO
 - Seek to anticipate your competitor's "moves" before they make them? YES NO
 - "Cringe" at complaints from your customers, wishing you had the answers and the power to solve their problem? YES NO
 - Take pride in your level of service, yet you find yourself "juggling" to meet the customer's demands because of your workload? YES NO
 - Lose enthusiasm when you are unable to assert yourself in a challenging situation? YES NO
 - Have a manager who supports your efforts to keep up with your professional development? YES NO

HOW TO SCORE:

5 or more "Yes" answers

You are hungry to learn more to ease the load of your day-to-day responsibilities! Register now to reduce your stress and enjoy work and life more!

3 to 5 "Yes" answers

You are effective in some situations; however you may be compromising your own position as a customer service professional.

Fewer than 3 "Yes" answers

Not every customer service situation challenges you, but one "yes" answer means that there is room to build your confidence, hone your transferable skills and advance in your career!



Why you should attend this seminar...

A message from your presenter, Michelle Ray



In Canada, both public and private businesses have realized the need to be equipped for the customer service "revolution". Yet research has found that the gap is widening between the customer's perception of quality and service and the actual service offered. Almost 70% of customers choose not to do repeat business with a company because of an attitude of indifference!

Receiving exceptional customer service from any organization is an expectation created by us all. Organizations also expect knowledge and professionalism. These qualities are "must haves" for customer service maintenance and growth.

"Service with a Smile" is no longer a cliché, it is a requirement! Professionalism extends to the area of telephone manner and dynamic communication skills with every individual, including our colleagues.

Your customers are the reason you are in business!

Whether we work in the public sector, the health industry, retail, or a corporation... any kind of business large or small; we are all customers ourselves and we expect nothing but the best service possible! In these tough economic times there continues to be strong demand for service excellence.

Are you ready to meet the challenge?

Why go "Walkabout"?

In this exciting one-day seminar you will learn the essentials... brought to you from a Canadian perspective. Walkabout Seminars is proudly 100% Canadian-owned, bringing a wealth of international experience and a reputation of quality to public and private seminar attendees.

The public seminars scheduled for this Fall will focus on internal customer service as well as the skills required for outstanding external customer relationships. Internal customer service directly impacts an organization's ability to service their external customer. Without teamwork, motivation drops, communication becomes strained, goals cannot be realized and customers may choose to take their business elsewhere!

When the existing clientele are managed and serviced with a standard of excellence, the benefits flow to both:

- **The team** - they achieve a greater sense of job satisfaction and skill development.
- **The customer** - they feel appreciated and cared for.



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ALL ABOUT MICHELLE RAY AND WALKABOUT SEMINARS INTERNATIONAL

Born in Melbourne, Michelle is an International Speaker and Seminar Leader who has spoken to thousands of people around the world. Her company, Walkabout Seminars International, offers training and consulting services in areas which she describes as high demand essentials for professional growth. These include Stress Management, Time Management, Sales Training, Interpersonal Communication Skills, Keeping Customers and Keeping them Happy, Self Esteem... Your Priceless Possession, Conflict Resolution in the Workplace, Dealing with Difficult People at Work and Presentations Skills for CEO's, just to name a few!

Michelle has been listed in the "Who's Who" of professional speakers and is a certified human performance consultant with Executive Learning Systems International. She is a regular guest on the "Business Essentials" program and is in great demand for her training services throughout Canada.

In October 1999, Michelle was invited to appear as an International Panelist at the Australian Customer Service Association Summit in Melbourne, addressing "Customer Service for the New Millennium". Michelle's audio program entitled "How to Deal with Difficult People at Work" was recently released for worldwide distribution. It has already become a best-seller "down under".

As a keynote speaker Michelle demonstrates a deep understanding of her subject. She uses an interactive approach to inspire and captivate the imagination of her audiences. Her style has been described as refreshing, uplifting, entertaining, informative and amusing with a common sense message.

"There is NOTHING that compares to speaking to my home crowd audiences! Please come to this invaluable seminar! By bringing people together for the day, we create the opportunity for interactive dialogue and learning in a productive, "fun" atmosphere. In addition to learning some great ideas and meeting new people, I guarantee you will have fun too!"



PROGRAM OUTLINE

Module One: Why Service Matters?

- Why do your customers stay, why do they leave?—How to "outsmart" the competition and keep your customers!
- Attitudes and perception: The customer's and yours— Ten key impressions you need to leave with your customers.
- What do your customers have in common?—Learn the six secrets of customer satisfaction.
- The Internal Customer relationship—Do you deal with office politics? In this seminar you will gain invaluable skills to get on like a "house on fire"! How to deal with the most difficult co-worker and leave your work at work!

Module Two: Caring Communication

- Dynamic communication strategies to use with customers —Understand the power of body language when face to face with customers... How to keep your words and non-verbal messages "in sync"! Personalize every customer contact.
- The importance of listening skills—Stay focused! You'll learn about five types of listeners; which one are you?

Module Three: Please Hang Up and Try Again

- Telephone Talk—Your telephone can "make or break" your business... find out why. Do you put customers on "hold"? Learn the "Number One" misconception regarding telephone manners! Nine easy steps to success on the phone.
- Dealing with angry customers—Do you "lose your cool" with customers? How to deal with three "testy types" . It's SO EASY, you will actually look forward to your next conversation with them!

Module Four: The Cost of Loss

- "Sorry seems to be the hardest word"—It costs four to five times more to get new customers! Why not keep the ones you have? Practice the five steps to apologize to customers and maintain their loyalty.
- Saying thank-you—Give your customers an experience worthy of a "standing ovation" whenever they choose your company.
- Always seek to S-A-T-I-S-F-Y!



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