speak!
Franchise Speakers That Deliver

Steve Yastrow Program:
Be the Brand

Your most powerful marketing happens when employees interact with customers. If every employee can "be the brand" every day, in each of their customer interactions, customers will develop strong, motivating beliefs about your franchise organization.

Customizable for These Audiences: franchisees, store managers, and front-line employees

Key Audience Takeaways:

- Understand how employees impact customer brand impressions
- Learn how to go beyond customer service to create compelling customer beliefs about your brand
- Discover the connection between good "brand habits" and powerful, motivating customer experiences across your entire franchise organization
- Learn ways to develop more engaged and committed employees

Value to Your Business:

- Drive revenue and profits
- Clarify and strengthen your brand
- Create a more powerful customer experience
- Increase front-line employee engagement

SPEAK! Franchise Speakers That Deliver
2229 Mariposa Ave, Boulder, CO 80302
Phone 720-304-3710 ◎ Fax 720-223-2222
www.FranchiseSpeakers.com