



Michelle Ray – Program Description

Take the Lead with your Customers: How to Build a Culture of World Class Service Excellence

The Customer Service revolution is still in full swing! Due to the instant accessibility of technology, **customers are savvier than any other time in history**. They continue to be attracted to offerings that are simpler, more efficient and address their immediate needs.

Today, **customers not only are right, they have their collective fingers on the pulse** and are a step...or ten... ahead.

In addition, customers expect nothing less than an outstanding experience during every encounter with each member of your team. The first point of contact can make or break customer relationships within seconds.

“World Class Service Excellence” offers you a winning strategy to build strong customer relationships. It is up to each one of us to take the lead with every customer, as **it is the individual who creates the point of difference in the service experience**. Therefore, great service starts with *leading ourselves*.

Is your entire team ready to go beyond the extra mile?

During this informative, interactive and fun presentation, attendees will have the opportunity to refocus, re-energize and be reminded of the value of giving and receiving great service. They will leave the session with greater awareness and intuition regarding the needs of tomorrow’s customers...today.

Expected takeaways for attendees:

- Recharge your attitude to client relationships: They are the reason you are business
- Learn the six secrets of customer satisfaction to stay ahead of the curve
- Improve your internal client relationships to increase bottom line results
- Discover your UVP (Unique Value Proposition) to attract more business
- Learn dynamic communication strategies...Master the art of diplomacy with most annoying clients!
- Avoid the “cost of loss” ...a bad service experience with your organization has immeasurable consequences!

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2229 Mariposa Ave, Boulder, CO 80302
Phone 720-304-3710
www.FranchiseSpeakers.com



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