

## PREVIOUS COMMENTS

*"This workshop allowed me to practice with others, who also deal with customers. The meeting and greeting exercise was very helpful."*

Sarah Jaunich  
iMarketTech, LLC

*"I was amazed at how John was able to apply real life situations that I could totally relate to in my business. He definitely gave great suggestions on how I can grow my business. Thank you!"*

Michelle Ryan  
Ryan & Associates, LLC

*"By the time I got back to the office the next day, I felt a lot better about interacting with my customers."*

Rod Black  
Red Oak Management Co.

*"The four members of my department who attended this workshop came back the next day and were much more confident and relaxed about their contact with our clients."*

Sara Maciej  
Cheney Carpet

*"John is a wonderful, dynamic speaker. Thank you for all the "human" experiences you shared with us. I left excited and invigorated. I would definitely recommend this seminar to anyone who deals with people. I guess that would be everyone."*

Jeanne Phillips  
Southview Medical Clinic



## CUSTOMERSKILLS

*finishing school for professionals*

1161 Wayzata Blvd E #100  
Wayzata MN 55391

**Reserve your space  
at this unique, fun,  
action-packed  
workshop today!**

Whether you are a first-time or a seasoned Customer Service Rep, or Sales Person, this one-of-a-kind training will greatly enhance and refresh your customer interaction skills.

To register, call 612.242.8222 or go online to [www.customerskills.com](http://www.customerskills.com).

# CUSTOMER SERVICE TRAINING WORKSHOPS

**BUSINESS STIMULUS PACKAGE: CUSTOMERS VOTE YES!**

**Rochester, MN** March 25  
**Waterloo-Cedar Falls, IA** March 26  
**Ames, IA** March 31  
**St. Cloud, MN** April 2



# S-17

Persistence is a hallmark of great sales.



**CUSTOMERSKILLS**  
*finishing school for professionals*

*Come Refresh Your Customer Contact Skills in 2009!*



John Burns

## MEET YOUR TRAINER

Your trainer for these workshops will be John Burns.

John has a bachelor's degree in Finance, with an MBA in Marketing Management.

He has sold medical implants for a division of Pfizer, turned around small companies and managed a \$66m Customer Service Department for a division of Butler Manufacturing.

An energetic, fun, but deadly-serious trainer, speaker and consultant.

## TOUGH TIMES? GET BETTER!

Smart companies, in tough business times, most always find ways to keep going. Besides slashing expenses and cutting inventories, attracting and retaining profitable customers is also one of the top three action steps.

With the slow and decreasing level of customer service in the past decade in the U. S. economy, smart companies find ways to understand and satisfy their customers BETTER than their competition.

This workshop gives employees of smart companies better insights and increased motivation on how to understand their customers, and treat their customers BETTER.

If you are a smart company, and would like to treat your customers BETTER, please consider joining us!

## FIVE EASY WAYS TO REGISTER



### MAIL

Mail form to:  
Customer Service  
Workshop  
Attn: Registration  
1161 Wayzata Blvd E  
#100  
Wayzata, MN 55391



### FAX

Fax form to:  
952.249.1600



### ONLINE

Go online to:  
customerskills.com  
and click  
"registration."



### PHONE

Call us at:  
1.612.242.8222



### E-MAIL

Email information  
in form to:  
registration@  
customerskills.com

CUT OUT & MAIL

## WORKSHOP REGISTRATION

**\$199.00 per person or \$169.00 per person for 4 or more.**

Rochester, MN     Waterloo-Cedar Falls, IA     Ames, IA     St. Cloud, MN

Name \_\_\_\_\_ Title \_\_\_\_\_

E-mail \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone # \_\_\_\_\_ Fax # \_\_\_\_\_

### Payment Information (Please pay before the conference)

Please add applicable state and local tax to your payment for programs held in Hawaii, South Dakota and West Virginia.

Confirming Phone Number for Registration \_\_\_\_\_

Check enclosed payable to: **Customer Skills, LLC**      Mail to: Customer Skills Workshop  
1161 Wayzata Blvd E #100  
Wayzata, MN 55391

Check # \_\_\_\_\_

Check Amount \_\_\_\_\_

Charge to:     MasterCard     Visa     American Express     Diner's Club     Discover

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

For more registration information, go to [www.customerskills.com](http://www.customerskills.com).

## WORKSHOP AGENDA

complete descriptions @ [www.customerskills.com](http://www.customerskills.com)

**8:30 – 9:00am**    Registration

**9:00 – 9:15am**    Session 1    **Welcome! *The World of Customer Service***

**9:15 – 10:30am**    Session 2    **The Basics**  
*The 5 "A's" of Customer Service*  
*A 'Customer Touch' is a 'Series of Moments'*  
*Verbal / Non-Verbal Communication*

**10:45 – 12:00pm**    Session 3    **Understanding the Customer**  
*Reading the Customer*  
*Matching the Customer*

**12:00 – 12:45pm**    Lunch    **Box lunch provided. *Hey, you're our customer!***

**12:45 – 2:00pm**    Session 4    **Finishing School for Professionals**  
*Charm School*  
*More Polite than the Customer*

**2:15 – 3:30pm**    Session 5    **Enhancing Personal Skills**  
*The 'Art of the Telephone'*  
*2 Ears, 1 Mouth = Listening Equation*

**3:30 – 4:00pm**    Session 6    **Jeopardy! *Customer Service Style!***

## REASONS TO ATTEND

**ONE** Attract and Retain Profitable Customers. Companies that do well in good times and tough times, always seem to understand and treat their customers better than their competition. Many times a customer will not walk back into the door of a company, not because of their product or service, but because of the way they were treated.

**TWO** Better Understand the 'Soft Science of Customer Contact.' Dealing with customers is dealing with human beings. Besides the outward, physical interactional characteristics of customers, understanding and recognizing the internal/hidden variables such as personality traits, learning styles, moods, emotions and motives helps give a better 'customer moment.'

**THREE** Practice, Practice, Practice. A football player at training camp, practices again and again the basics of his position. A Salesperson, or a Customer Service Rep, should always be practicing the basics of meeting and greeting customers.

## Mention this workshop and receive a 25% discount on CSIA membership.

The Customer Service Institute of America [CSIA] has the exclusive North American rights to distribute the International Customer Service Standard (ICSS) and certify Organizations against the Standard. CSIA also trains and licenses the Assessors which conduct the onsite assessments that lead to the awarding of 'Certified Customer Service Organization' status. Visit CSIA's website to learn more about membership, CSIA's Certified Customer Service Manager course, and the Service Excellence Awards. Please contact Christine Churchill, Executive Director, for more information.



[www.serviceinstitute.com](http://www.serviceinstitute.com)