

CUSTOMER SERVICE BOOT CAMP

BACK AGAIN BY POPULAR DEMAND
CUSTOMER SERVICE BOOT CAMP
WILL BE OPEN TO THE PUBLIC.

Why do I need a Customer Service Boot Camp?

How many times have you heard that Word of Mouth is the best form of advertising? Hundreds?

Loyal customers (NOT satisfied customers) will drive new business in to see you with their glowing recommendations. What percent of your customers are doing that for you?

When people become your customer, they want to be loyal. So, why do they leave? Most of the time, they leave because of small oversights and lack of attention to plain, old customer service. IS THIS HAPPENING TO YOUR BUSINESS?

Who should attend the Boot Camp?

Business owners and managers
All marketing and sales managers and staff
All customer service managers and staff
Any and all staff who have any contact with customers.

What is covered in the Boot Camp?

What is "perception of value" and how does this relate to your profit margin?

How to find out what your clients are really thinking about your business.

What determines perception of value in your customers mind and how can you improve this?

What can you and your employees do to create loyal customers?

How to recognize employees who drive your customers (and good employees!) away and what to do about it.

How to create a real team where everyone is dedicated to great customer service?

How to train your staff to deliver awesome customer service.

How to acknowledge your customers, resolve their problems and handle the customer from hell.

The 5 steps every owner and manager MUST know and apply to make all of your customers into loyal customers.

THE MOST EFFECTIVE WAY TO BUILD YOUR BUSINESS IS
THROUGH AWESOME CUSTOMER SERVICE.

Thursday, Sep. 30th

8:00 am to 4:30 pm

Calico Cupboard Cafe, Mount Vernon

121-B Freeway Drive Mount Vernon. Your ticket includes complimentary coffee, tea and pastry for breakfast as well as lunch!

**Please fill in the next page to get registered now or
call today to reserve your seats! 360-809-0661**

CUSTOMER SERVICE BOOT CAMP

REGISTRATION FORM

Each attendee will be provided with a binder of all materials from the Boot Camp.

Coffee and pastry will be provided in the morning.

Lunch IS included in the cost of the Boot Camp!!

Name of Business: _____

Street Address: _____

City: _____ State: _____ Zip code: _____

Phone number: _____

Names of people attending:

1. _____

6. _____

2. _____

7. _____

3. _____

8. _____

4. _____

9. _____

5. _____

10. _____

Cost is \$150.00 per person.

For businesses that sends 3 or more people the cost is \$120.00 each

For a business that sends more than 5 people the cost is \$100.00 each

Make checks payable to: Porter and Porter, Inc.

Mail payments to:

Customer Service Boot Camp

440 Nelson Street

Sedro-Woolley, WA 98284

Visit our web site to learn more about the Boot Camp and see recent testimonials:

www.CustomerServiceBootCamp.com

Any questions? Call Andy Porter at 360-809-0661.