

Exceptional Customer Service is the goal of this seminar. It is also the key to growing your business. Most businesses give *adequate* customer service, but since customers are the livelihood of any business long-term growth requires exceptional customer service.

- People are different and establishing a positive relationship with them by effectively communicating will help you to establish a good customer service relationship.
- Customers are Real People!
- Customers can be challenging, demanding and difficult!
- Exceptional customer service requires an exceptional ability to meet their needs more effectively and exceed their expectations.

“To profitably grow your business today...you need a strategy based on customer value. That means understanding customer needs, not selling the product; developing customer relationships, not focusing on transactions.”

**“Kotler on Marketing”
—Philip Kotler**

Customer Service Seminar is one of several seminars which are offered through LifeQuality International. Each seminar is led by one or more of our specially-trained facilitators.



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Customer Service Seminar

“Research has shown that the cost of acquiring a new customer is five times the cost of making one happy...Your job is to keep them satisfied. Know if there are problems and respond.”





In our Customer Service seminar we will give you the tools to effectively relate to your customer base. Meeting and exceeding your customers needs will help to establish a long-term relationship and create the potential for growth.

This seminar will help you to:

- Identify their customers' basic needs more accurately,
- Develop skills to effectively relate to customers.
- Understand how to adapt their behavior to increase their success with their customers.
- Learn how to become more effective in communicating with their customers.
- Anticipate problems that could occur with their customers.
- Develop a customer service approach that really works.

“The equation is simple and obvious. If you don’t make customers happy, you lose them. And if you lose them, you lose money.”

“Best Practices in Customer Service”
—Ron Zemke and John A.Woods