



The Habit of SERVICE™

Sales Brings In Customers...

...Service Keeps Them for LIFE!



Customer Service Is A Human Experience Between The Service Provider & The Customer!

In the delivery of the service or product, there are many "points of interaction" with the customer. These are also referred to as a "moment of truth" or "touchpoint" which occurs whenever there is a customer contact. **Each point of interaction can create a positive or negative experience for the customer.** But, it's always an opportunity to meet and exceed the customers' expectations because that is the moment when the customer forms a perception of your company, its people and its products and services.



Your Culture Is Showing!

Customers look at your environment in one of two ways. The customer either perceives you being pleasant and friendly with a willingness to serve, or you come across as negative, condescending and basically suffering from the syndrome "the customer is the enemy." Which culture do you have at your company? Does your customer service come across as your secret weapon, or is it "the customer is the enemy?" Creating a customer service culture begins with training your associates and equipping them with the proper tools and resources to implement Service Excellence and create a positive experience for the customer that keeps them coming back. Providing quality service isn't improving technology and machines, **it's all about the human interaction of people serving people!**

SAVE
This Date!

WHEN: May 8, 2020

WHERE: Dayton, OH

"Where sales and service training originated"

EXPERIENCE: Finally!

A customer service seminar that's all about people serving people!

INVESTMENT: \$699.00/person

customer satisfaction

BUTLER LEARNING SYSTEMS

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Learn From The Best

Spend a day with Bob Butler, one of the leading customer service and sales trainers in this modern era. Bob has a unique style to training by engaging the trainees from the beginning of the seminar. This program is highly interactive and fast-paced as all workshops are documented and provided as a Playbook for follow-up and reinforcement. As a value-added service, Bob offers **Coaching For Life** at no charge to all attendees in his seminars. It doesn't get any better than that, so register now as class size is limited. You won't be disappointed!



Bob Butler, TSP
President/CEO
BUTLER LEARNING
SYSTEMS

Training Becomes The Vehicle For Change!

Customer service training is not about telephone techniques and fancy slogans or themes. Customer service training should be about understanding people, dealing with personalities and especially behaviors. Today, people skills are needed more now than ever before. Service Excellence is a human experience and it's emotional. When you demonstrate a willingness to serve and the customer senses it, you exceed their expectations. **Remember, your company can't change its service culture unless your people change first!**



Experience These Learning Outcomes!

- Understand and apply fundamental people, communication and active listening skills. Establish more effective relationships that develop lifetime customers.
- Identify and develop specific service actions for customer touchpoints that raise the bar on Service Excellence with consistency.
- Incorporate your quality service culture into a practical and easily remembered process with the 4 A's Service Excellence Process: **Acknowledge, Analyze, Accommodate and Appreciate**. This becomes your guide to get everyone focused on the customer and becomes repeatable. Best practices will evolve over time to continue to raise the bar.
- Know and appreciate how important your internal customers are in the delivery of your quality service to your external customers. In some instances, it's harder to work together internally than it is to serve externally.



ACADEMY
Professional Sales
Development



2020 Date
May 8th

REGISTER TODAY! Limited Seating Available

COMPANY: _____

ADDRESS: _____

CONTACT: _____

EMAIL: _____

CITY: _____

PHONE: _____

STATE: _____ ZIP: _____

ATTENDEE: _____

EMAIL: _____

Payment Information:

INVOICE Credit Card (Please Call)

***Cancellation Policy:** Cancellations received less than 3 weeks before the seminar are subject to a \$75 service charge. Substitutions may be made at any time.