

A one-day conference
focusing on techniques
and skills that lead to
extraordinary customer
service success
and satisfaction!




*The
Conference on*

Customer Service



Important information for all levels—
Customer Service Managers,
Call Center Managers, Supervisors,
Customer Service Representatives,
Lead Reps and Specialists ...
anyone who deals with customers
on the phone or face to face



What Is It That Customers Really Want?

Quick response?

Instant information?

Friendly dialog?

All of the above and more!

Who Should Attend?

This one-day conference is a one-of-a-kind learning experience for anyone at any level who deals with customers on the phone or face to face, including:

- Customer Service Managers
- Call Center Managers
- Supervisors and Team Leaders
- Customer Service Representatives
- Lead Reps and Specialists
- Anyone who has regular customer contact and is responsible for taking care of customers' orders, requests or problems

Providing great customer service is a solid business decision with lasting results. Here's what's at stake: When customers are pleased, they're likely to spend about 10% more on your product or service *plus* call again. But if they think they haven't been treated right? They tell everyone who'll listen about their bad experience. More than 90% of them (according to a study by Technical Assistance Research Programs) will never buy from you again, even if you offer exactly what they're looking for.

So, what makes the difference? How do some customer service facilities stay upbeat, have great satisfaction stats and get the job done, even when they're operating "24/7"?

Well, it's not any one thing. Rather, it's a unique combination of skills, techniques and methods that the most dramatically successful customer service operations all share. None of these are difficult to accomplish or require extraordinary skills, but they've taken years to develop and refine. You, too, could develop and adopt these methods if you had the luxury of spending years on trial-and-error experience; unfortunately, errors in customer service result in lost customers—and that's a very expensive way to learn.

That's what makes this conference so valuable. It's a one-of-a-kind way to get your valuable customer service managers, supervisors and representatives up to speed on the best ways to handle difficult customers, deal with stress, motivate others, find the new personnel you need, put that extra "something" into every customer contact and much, much more.

Those who attend this powerful day of training will have a variety of skill-building, information-packed sessions to choose from—each of the 10 sessions (grouped into 2 major tracks) explores a critical aspect of serving customers better and is led by an experienced trainer who's also an expert in real-world customer service skills and techniques.

There's so much to learn and experience in this unique day—just imagine how successful your customer service efforts could be if each person who attends were to pick up and apply just one skill from the hundreds presented—this conference will literally pay for itself many times over!

Don't miss out on this opportunity to dramatically increase the value and success of your customer service personnel—enroll today by calling 1-800-873-7545 or on-line at www.skillpath.com.

You're invited to attend ...
The Conference on Customer Service

*To enroll,
call toll free
1-800-873-7545
or on-line at
www.skillpath.com*



Conference Agenda

8:15 – 8:50 a.m.

Registration

Opening Session:
9:00 – 9:35 a.m.

What's coming next in customer service ... are you ready?

9:35 – 9:50 a.m.

Break

Track One:

Creating Great Service Experiences, One Customer at a Time

Track Two:

Remembering to Be Good to Yourself Too

Session 1:

9:50 – 10:40 a.m.

It's a jungle out there! How to effortlessly manage lions, tigers, bears and other difficult customers

Down with stress! Look and sound wonderful—even on your worst days

10:40 – 10:55 a.m.

Break

Session 2:

10:55 – 11:45 a.m.

Extreme motivation: Powerful ways to keep CSRs pumped and productive

Deflecting the sting of put-downs, criticism and attacks (everything you need to know you learned in kindergarten)

11:45 a.m. – 1:00 p.m.

Lunch (on your own)

Session 3:

1:00 – 1:50 p.m.

Breaking news: What today's customers really expect—and how to deliver it

How to build rapport—and win respect—in 10 seconds flat

1:50 – 2:05 p.m.

Break

Session 4:

2:05 – 2:55 p.m.

How to teach employees to give 110%—and then some

Help! I need an emergency attitude makeover!

2:55 – 3:10 p.m.

Break

Session 5:

3:10 – 4:00 p.m.

Mirror, mirror on the wall: Is your voice as friendly as your smile?

When the answer must be “no”—how you say it is 99% of your success

Design your day to meet your unique needs. We've packed a lot of information into just one day ... so feel free to move in and out of these two tracks and 10 dynamic sessions. It's your conference—don't miss a thing!

We Guarantee Results!

If you're not happy, we're not happy. Go back to work and apply what you learned at the conference. If you're not absolutely delighted with the results you achieve, write to us right away. We'll issue you a refund or arrange for you to attend another SkillPath program without paying another penny. That's our guarantee!

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Track One:

Creating Great Service Experiences, One Customer at a Time

Session 1: 9:50 – 10:40 a.m.

It's a jungle out there! How to effortlessly manage lions, tigers, bears and other difficult customers

It's easy to proclaim that "The customer is always right." But it can be extremely difficult to practice that concept when a customer's emotional outburst, unfair criticism or verbal abuse is directed at you. In this session, we'll arm you with unique and effective skills for managing heated and volatile interactions while maintaining your composure. Topics include ways to stay calm when an angry customer lashes out, how to choose the response option that best fits the situation, knowing when and how to apologize and innovative ways to bring the incident to a polite and positive close.

- What works—and doesn't work—for disarming an angry customer
- How to take the bite out of asking questions you must ask when the customer is "on edge"
- How to let customers feel they're right—without bending company policies and procedures (the two are not mutually exclusive!)
- The powerful "wrinkled face" technique for releasing your anger

Session 2: 10:55 – 11:45 a.m.

Extreme motivation: Powerful ways to keep CSRs pumped and productive

Studies confirm that motivated workers are more productive, stay longer and provide better customer care. Are your employees motivated to perform at their best? Key points in this session include how to create a "fun" and more productive work environment, the hidden pitfalls in common reward systems, the power of no-cost "attaboys" in motivating reps and much more.

- The golden rule of managing customer service employees
- How to slow down turnover and keep employees more satisfied
- Recent research on the toll that some management styles take on customer-contact employees
- What job factors matter most to customer service reps
- Incentives update: Who and what to reward and how to get the best results

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Session 3: 1:00 – 1:50 p.m.

Breaking news: What today's customers really expect—and how to deliver it

A whopping 70% of lost customers can be traced to one factor: The perception that they're being poorly treated by company representatives. Consequently, when customers feel that they were abruptly interrupted ... contradicted ... or ignored, they'll take their business elsewhere. This presentation covers the major ways that customers are turned off—including some innocent but emotionally loaded phrases, words and actions—and provides "how-to" coaching in what to say and do instead.

- Customer service recovery tips that work wonders in bouncing back from blunders and mistakes
- Ways to identify and avoid the deadliest customer turnoffs
- How to use language that soothes—rather than alienates—customers
- The powerful golden rules for working with customers
- How to make sure that what you say is what the customer hears

Session 4: 2:05 – 2:55 p.m.

How to teach employees to give 110%—and then some

Few employees instinctively know how to provide friendly, caring and helpful service, so these "tough-to-teach" qualities must be clearly spelled out and demonstrated in behavior, action and attitude. Roll up your sleeves in this session as you learn how to set, communicate and enforce meaningful performance standards in customer-critical areas and how to use this scorecard to monitor, measure and boost individual and team performance.

- How to measure smiles, voice tone, friendliness and other service intangibles
- A step-by-step system for spelling out your customer service expectations
- How to implement standardized customer service and make it work for your business
- 12 ways to measure the effectiveness of your efforts to deliver quality customer service

Session 5: 3:10 – 4:00 p.m.

Mirror, mirror on the wall: Is your voice as friendly as your smile?

The familiar adage, "It's not what you say but how you say it," is certainly true in customer service. Customers become instantly ruffled when they hear a defensive tone in your voice, a word spoken curtly or a bored, monotone greeting. In this important session, learn how to develop your verbal power and maximize your role as the important "voice" of your firm's products and services.

- Don't sound like a recording ... how to vary the inflection of your voice using these 4 simple tips—and watch how customers respond
- Here's how to breathe your way to a calmer voice
- How to get irate customers to back down by simply changing how loudly or softly you speak
- The absolute single best tool for getting off to a good start with a customer

Track Two:

Remembering to Be Good to Yourself Too

Session 1: 9:50 – 10:40 a.m.

Down with stress! Look and sound wonderful—even on your worst days

In customer service, stress management isn't just nice to know ... it's vital to your health, your longevity in your job and your effectiveness with customers. In this informative session, you'll learn how to cope with the unique stress of dealing with people day in and day out, find out how to take a "mental" break when you can't leave your area, discover how to deal with the stress of saying the same things over and over and much more.

- How to detect signs of stress before it gets out of hand
- How to *lower* your tolerance to stress ... and amazingly reduce the amount of stress you experience in your job
- Avoiding burnout: Secrets the highest-volume service centers swear by
- How to play the "time warp" game immediately after a nasty encounter with a customer—your stress will melt away!

Session 2: 10:55 – 11:45 a.m.

Deflecting the sting of put-downs, criticism and attacks (everything you need to know you learned in kindergarten)

Even if you tell yourself to not "take it personally," it still hurts when you're criticized or attacked by customers. But the wrong response or reaction can result in a lost customer *and* make you feel even worse. You'll discover in this session that there are many ways to respond to angry or unreasonable customers that will result in a positive outcome for everyone. You'll learn what it is customers *really* want (and how to provide it), how to respond without letting your professionalism down and more.

- How to stop feeling like you're "taking the blame"... and build your own bulletproof shield
- How to find the grain of truth in most criticism and grow from it
- Become aware of and eliminate harmful passive-aggressive behaviors that mask your hurt feelings
- The 5 levels of reaction to personal criticism ... find out where you stand
- A surprising technique that takes a little self-control but is amazing in its ability to deflect the sting of criticism

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Session 3: 1:00 – 1:50 p.m.

How to build rapport—and win respect—in 10 seconds flat

Those first few moments with a customer can set the stage for a positive, successful interaction or a negative confrontation—and which way it will go is mostly up to you! In this session, you'll master the art of making a good first impression, including little-known tips for projecting credibility, getting others on your side, gaining equal footing with the customer and much more.

- How to master the art of making instant connections with customers
- 5 great ways to quickly get customers on your side
- Know how to tap into the little things that mean a lot to customers
- The critical difference between "you" and "I" messages and which to use to project honesty and sincerity
- "Style stepping" ... how to master this technique to make customers feel comfortable and taken care of

Session 4: 2:05 – 2:55 p.m.

Help! I need an emergency attitude makeover!

So you don't really believe you can *love* your stressful, demanding and sometimes frustrating customer-contact job? We'd like the opportunity to change your mind! Join us in this inspiring journey into the minds and thoughts of those amazing service reps with the ability to come in—and leave—with a smile and a winning attitude every day, no matter what. Discover their secrets to job fulfillment and find out how you can start getting more enjoyment out of your job ... and satisfy customers at the same time.

- Do you sweat the little stuff? Here's help in putting things in perspective
- How you can dramatically alter your life by the way you think
- The "path of least resistance" can work magic in a service job
- How your moods can affect your job, your success *and* your happiness

Session 5: 3:10 – 4:00 p.m.

When the answer must be "no"—how you say it is 99% of your success

In customer service, sometimes the answer must be "no" when what the customer wants simply isn't possible for any number of reasons. Delivering news that customers don't want to hear will become much easier and less stressful once you've attended this session and learned how to confidently and appropriately give customers "bad news," handle the situation when a customer won't take "no" for an answer, find the option most likely to satisfy the customer and more.

- You don't have to be a doormat ... learn how to stand up for your company and still win customers
- The difference between the hard "no" and the customer-friendly "no"
- The fundamentals of assertive—not aggressive—behavior and how they apply to your job
- How to fulfill customer needs without selling the store

On-site training and keynote speaking



We can deliver this conference right to your company's door or provide customized, you-pick-the-day training on any program pertinent to your organization's training goals. Or let our staff of professional trainers add sparkle to your next corporate or association meeting with a stimulating keynote speech designed just for you.

Whether you have 3 or 300 people to train, SkillPath is the answer. For complete details and a no-obligation quote, call 1-800-873-7545 and ask for the on-site training department.

SkillPath's continuing support ... We don't just stand behind our programs, we stand behind *you*. If, after attending the conference, you're faced with a problem and don't know where to turn—try us. Just send a brief description of your particular problem or question and one of our specialists will promptly respond. Where else can you find that kind of support? *Nowhere but with SkillPath.*

Important information

Our registration table opens at 8:15 a.m. When you arrive at the hotel, please check the directory for the exact location of the conference. Our registrars will greet you, assist you with your registration (or collect your Express Admission Ticket), hand you your conference materials and direct you toward your seat. You'll also want to take the opportunity to meet other professionals from your local area. Introduce yourself! You may meet a new friend. Plan to be registered and ready to go by 8:50 a.m.

We begin at 9:00 a.m. on the dot and wrap up at 4:00 p.m. Lunch is on your own from 11:45 a.m. to 1:00 p.m. Why not invite another participant to dine with you? You can share information, review the morning and make the day even more enjoyable.

Parking. We do our best to find conference facilities that have all the pluses we look for: Convenient location, great meeting rooms, courteous staff and plenty of free parking. However, some facilities have paid parking only. You may want to check with the facility personnel to determine parking fees—often they can direct you to free parking just around the corner.

Audio/video recording. Our programs—both what you see and what you hear—are fully copyrighted by SkillPath. No audio or video recording, please.

Still haven't picked up the phone?

Five more good reasons why you will want to attend this conference ...

- 1. The speakers are the best ... period.** They're pros who have a proven record of effectiveness, professionalism and expertise. And what's more, they're exciting communicators who'll provide you with one of the most interesting days you've ever spent.
- 2. We give you only the most important, important information.** There's a lot of information out there that could take you years to gather on your own. In one fast-paced day, we'll give you what we believe is the best, most important information to help you be the best you can be.
- 3. Practicality is emphasized.** You will leave this conference with specifics you can apply immediately. We promise you'll get results you very next day back at work.
- 4. The value is unbeatable.** Not only is our enrollment fee a great value, when four or more enroll from the same organization, you'll enjoy a significant discount.
- 5. Our guarantee is unconditional, straightforward and the very best in the industry.** How can we be so confident? Because we work hard *before* the conference to make sure you're happy *after* the conference. Pertinent, up-to-date information you can really use, a convenient conference location, registrars who are courteous and helpful and speakers who grab your attention and take you on an exciting journey full of fun and *facts*. We believe you'll love every minute of it. Millions of satisfied participants from around the country are sold on SkillPath seminars. Why not join them?

Conference materials

And you won't go home empty-handed. You'll leave this conference with a Certificate of Attendance; a soundly researched, unabridged workbook; and step-by-step guidelines for using the information you just learned.

**To enroll, call toll free 1-800-873-7545
or on-line at www.skillpath.com**

Registration Information

1. For the fastest service, phone 1-800-873-7545 or 1-913-677-3200. Our customer service representatives will be happy to take your enrollment. The easiest way to guarantee your enrollment is to pay with a credit card when making your reservation, or you can mail in your payment before the conference date.
2. Visit our Web site at www.skillpath.com for easy on-line registration.
3. Or send your enrollment to us by e-mail at enroll@skillpath.com. Please include the following information: Name and mailing address; session you wish to attend; your VIP number as it appears on your mailing label; approving manager and billing information.
4. If you prefer to fax us your registration, the number is 1-913-362-4241. Please include credit card information or mail in your payment before the conference date.
5. Of course, you can complete the enrollment form below, clip it and mail it with payment to:
SkillPath Seminars, P.O. Box 804441, Kansas City, MO 64180-4441.

Whatever your method of registration, be sure to enroll right away since space is limited. As soon as we receive your enrollment, we'll send your Express Admission Ticket. Simply bring it with you to the program and hand it to the registrar. If your ticket doesn't arrive before the conference, be sure to go anyway. We'll be expecting you. Walk-in registrations are welcome on a space-available basis only.

Your tuition is tax deductible. Even the government smiles on professional education. All expenses of Continuing Education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills are tax deductible according to Treasury Regulation 1.162-5 Coughlin vs. Commissioner, 203 F2d 307.

Cancellations and substitutions. Cancellations received up to five working days before the conference are refundable, minus a \$10 registration service charge. After that, cancellations are subject to the entire conference fee, which you may apply toward a future conference. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

Continuing Education Credit: SkillPath offers Continuing Education Credits based on program length and completion in accordance with the National Task Force for Continuing Education guidelines for attendance at our seminars (save this brochure and your Certificate of Attendance). Please contact your professional licensing board or organization to verify specific requirements. You may also contact us at 1-800-873-7545 for additional assistance.

SkillPath is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Web site: www.nasba.org. This conference qualifies for 5.5 CPEs. Previous work experience and/or background knowledge should be obtained before attending this conference. Program level: Intermediate. For more information regarding administrative policies such as complaint and refund, please contact our offices at 1-800-873-7545.

5 easy ways to register:

By phone

1-800-873-7545 or
1-913-677-3200

On-line

Enroll on-line at
www.skillpath.com

By e-mail

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Please include:

- Name and mailing address
- Session you wish to attend
- Your VIP number as it appears on your mailing label
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By fax

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By mail

Complete and mail enrollment form to:

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 **Yes,** I can't wait to attend ...

The
Conference on

**Customer
Service**

Please fill in the city and date where
you'll attend

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____

Your Preferred Customer Number:

Your VIP Number:

Please fill in the spaces above with the information that appears on your mailing label.

To enroll by phone call toll free 1-800-873-7545.

Please note: If you've registered by phone and paid with a credit card, it's not necessary to return this form.

Mr. Ms.	Name and Title _____	Program No. _____
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Mr. Ms.	Name and Title _____	Program No. _____
	E-mail Address _____	
Mr. Ms.	Name and Title _____	Program No. _____
	E-mail Address _____	
Mr. Ms.	Name and Title _____	Program No. _____
	E-mail Address _____	

Please list additional registrations on a separate sheet and attach.

Mr. Ms.	Approving Supervisor _____	Title _____
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Organization _____

Mailing Address _____

City, State, ZIP _____

Telephone _____ Ext. _____

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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 registration: # _____

Check enclosed payable to: **SkillPath Seminars** Mail to: SkillPath Seminars, P.O. Box 804441, Kansas City, MO 64180-4441

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Purchase order attached: # _____

Invoice my organization. Attention: _____

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Card number _____ Expiration date _____

Signature _____

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 and skills that lead to extraordinary customer service
 success and satisfaction!