



A PASSION FOR SERVICE!®

(How to Win Customers and Reduce Lost Sales)

Over the last 10 years, 400 of the Fortune 500 companies have sent attendees through Bill's lively half day customer service workshops. Businesses large and small give this workshop rave reviews. Topics covered include:

- *Get ready for turbulent change*
- *How to stay motivated*
- *Who really signs your paycheck*
- *Make a great first impression*
- *Build and maintain a positive attitude*
- *Communicate respect to every customer*
- *Remembering and using customer names*
- *Personalize your service*
- *How to listen effectively*
- *Turning your irate customers into your best customers*
- *How to handle the ten most difficult people*
- *Overcome stress*
- *Eliminate the word "just" -- take pride in your job!*

Management consultant Cindy Lewis and Marian Brzykcy did a three month study of over 500 businesses and came to the sad conclusion that **service is lacking in most businesses.**

Only 3% of the stores they visited left them “very satisfied.” The remaining 97% failed mostly on the **BASICS:**

- Lack of courtesy
- Skimpy product knowledge
- Not listening
- No respect
- Negative attitudes

FACT: 68% of customers leave companies due to perceived indifference.

FACT: 98% of unhappy customers never report a problem to the owner or manager, but 91% of them will never buy again from a business that has offended them.

FACT: Poor customer service is the number one consumer complaint

FACT: Customers can now instantly blast a bad service experience to everyone in the community through Social Media like Twitter or Facebook.

P.S. from Zig Ziglar, America's number one motivator:

"...I'm speaking on behalf of my friend Bill Drury. Bill has conducted over 300 workshops for the Zig Ziglar Corporation - we always got good reviews. He knows what he is talking about. He has an excellent style of delivery. Your people will like him!"

Bill Drury's award winning workshop "A Passion for Service" How to Win Customers and Reduce Lost Sales

Meet one of the country's top speakers at this workshop, which features an overview of effective customer service principles and an establishment of a baseline for winning customers and reducing lost sales.

Date: Thursday, February 9, 2012
Two Identical Sessions – 8:30-11:30 AM and 1-4 PM

Location: Comfort Inn, Route 9W, Glenmont

Investment: Early Registration (by January 30): \$89 member fee; \$79 for five or more employees February 1st and later, \$99 member fee; \$89 for five or more employees
\$199 non-member registration

Contact: Bethlehem Chamber of Commerce
518-439-0512 or info@bethlehemchamber.com

Benefits for Signature Sponsor at \$2,000

- Top billing on all event collateral including company's name and/or logo
- Bill's DVD "Passion for Service" training system (\$1,000 value!)
- Sponsor name badge for representative(s) highlighting sponsor designation
- Opportunity to display company banner at event (company to provide banner)
- Admission for twenty (20) attendees to event
- Opportunity to distribute company information and promotional items
- Display table at event (company required to furnish materials for table)
- Company featured in promotional materials developed by the Chamber for the event including the Chamber's newsletter and on the Chamber's website

Gold Sponsors at \$750

- Company name and/or logo on event collateral
- Special name badge for representative(s) highlighting sponsor designation
- AUDIO "Passion for Service" training system (\$200 value!)
- Admission for seven (7) attendees to event
- Company featured in promotional materials developed by the Chamber for the event including the Chamber's newsletter and on the Chamber's website

Silver Sponsors at \$500

- Company's name listed on select event collateral
- Admission for five (5) attendees to event
- Company featured in promotional materials developed by the Chamber for the event including the Chamber's newsletter and on the Chamber's website

For Additional Information, contact the
Bethlehem Chamber of Commerce
info@bethlehemchamber.com or 518-439-0512



www.bethlehemchamber.com