

DAVE ANDERSON'S
LearnToLead® Presents:

Simply The Best!

Customer Satisfaction Workshop



Create a Service Culture that Makes Your Business *Simply the Best!*

Brought In-House to Your Organization and Taught Personally by Dave Anderson!

In today's economy you cannot afford unhappy or unimpressed customers! ***Simply the Best*** Customer Service transforms your culture into a customer-retention and customer referral machine, as you convert ordinary customers into your own corporate evangelists!

Any company, large or small, in any industry, can learn how to become ***Simply the Best*** with a Service Culture that makes your price irrelevant (well, almost)!

Beneficial for everyone in your organization responsible for improving customer experiences, service, and satisfaction! ***It is a MUST for the leaders to attend!***

Simply The Best organizations have:

- ✓ Lower advertising costs
- ✓ Higher profits!
- ✓ Happier employees!
- ✓ Customers for life!



In Dave Anderson's *Simply The Best* Workshop...

You and your team will learn:

- How to examine, redefine and create *Simply the Best* Customer Service at every customer touch-point within your organization!
- The immediate and long-term benefits of creating *Simply the Best* Customer Service!
- Five strategies to create a values-driven service culture that supports *Simply the Best* Customer Service!
- How to create non-negotiable *Simply the Best* experiential standards for customers in each department!
- An advanced hiring system to recruit and hire *Simply the Best* Superstars with our highly effective VAST-AP "Great Fit" process!
- A step-by-step process to onboard, train, retrain, and coach your team to deliver *Simply the Best* Customer Service!
- *Simply the Best* vocabulary to use with customers in person and on the telephone! Words matter...a lot!
- A three-step process for executing *Simply the Best* customer recovery and to convert customers with problems into your most loyal clients and referral sources!
- How to build your brand by improving the customer experience at every touch point!
- How to accurately measure, respond and improve customer satisfaction in-house!
- How to launch the *Simply the Best* customer service campaign in your organization!
- The workshop blends teaching lessons with a breakout session to give you the opportunity to develop your service theme, your supporting service strategies, create a rollout plan to engage all employees and more!

**Dates are limited! Call Rhonda now for
a *customized quote* for your team!
818-735-9503**

Dave Anderson is president of LearnToLead. He has an extensive background in the automotive retail business and is the author of 10 books. Dave authors a column for two national magazines and has spoken at the NADA Convention for 10 straight years.



Dave Anderson