

Announcing a powerful 1-Day Workshop...

Extraordinary Customer Service Made Easy



A workshop that will teach you how to wow your customers, simply, easily, and consistently.

There's no point spending money on advertising to bring new customers in through the door, if your customer service levels are inconsistent and existing customers just keep on leaving.

It's frustrating, isn't it? You spend all this money on advertising, and you get a flurry of new customers or clients who buy from you once...never to be seen again. You're constantly having to find new prospects to sell to, instead of getting existing clients coming back because they love the service your business gives them.

Or worse still, you give 9 customers a great experience, they say nothing, then things go wrong with the 10th and they are straight onto Google or Facebook giving you a terrible review. The fact that it is so easy for a disgruntled customer to jump online and trash your business these days means that having a system for consistently high customer service is more important than it's ever been!

What's more, did you know that it's 6 times cheaper to sell to someone who has already bought from you once before, and 10 times cheaper if they've bought twice. But...how do you make sure they come back. If you don't have a system for consistently delivering high quality customer service, you're probably working hard, but your profits might not be where you need them to be.

Who's this workshop for?

This workshop is for business owners that are feeling frustrated because they know their service levels can be great at times but are inconsistent. This program will suit you if you have ever thought; "why can't my people look after our customers the way I do?".

If your business feels like this, then this workshop is for you:

- ✓ Your service can be great at times, but not so great at others
- ✓ Your service varies greatly depending on which team member is looking after the customer
- ✓ You get some 5-star reviews and then are hammered by a 1-star complaint
- ✓ You know that consistent customer service is one of the keys to profitability but don't know how to make sure your team deliver it
- ✓ If you're not there, you can't be sure what level of service your team delivers

What this workshop will do for you

Imagine how much money you'll make, when, instead of leaving your business, those customers keep coming back and keep raving about your business to their friends. Picture someone who can't stop spreading the word about you and your business. They just have to talk about you wherever they go. They tell people at work, strangers they've just met, their friends and family. They RAVE about the experience they had with your business.

Imagine having your top customers doing your selling for you. Having new customers flooding through your doors without advertising to them. That is what this workshop is all about.

Businesses that provide superior customer service can charge more for their products and services, make greater profits and increase their market share...and your business could be one of them.

This workshop will give you a simple framework on which to build your Customer Journey some simple, but highly effective, tools to wow your customers consistently and have them coming back for more!

Will this program work for you?

This program is based on over 22 years of working with business owners, just like you.

It's based on over 35,000 hours of one-one-one coaching with real business owners. The system and strategies you'll learn have been proven over and over again in real "bricks and mortar" Australian businesses.

The program is delivered by the two leading coaches from Momentum Business Improvement. David Crook and Harry Raftos have worked with business owners all over Australia in all industries. This Customer Service workshop is the distillation of their combined 44 years of experience. There's no fluff, theory or highfalutin jargon in this workshop. It's a simple system, with grass roots strategies, that you'll be stepped through actually applying in your business.

What people say about our Customer Service training



"Fantastic session highlighting areas of change to improve customer service."
Sharon Hann, NAB Business



"Great ideas to drive improvements in customer service."
John Smith, Andor

How this full-day workshop is structured: (Your Path from service excellence)

This workshop will guide you through the process of creating your **Customer Journey**.

- First, you'll learn how people actually rate your level of customer service
- You'll understand customers better:
 - why customer satisfaction is not enough...in fact, why you don't want satisfied customers.
 - Why clients leave your business
 - How to keep your customers coming back for more
 - The importance of consistency
 - How to delight your customers...it's easier than you think
- You'll understand the power that the Moments of Truth* in your business have to delight or deter your clients (*from the book "Moments of Truth" by Jan Carlzon)
- Then you'll learn a simple framework, called the **Customer Journey**, which takes you step by step through how to structure your sequence of service to add value to your clients' interactions with you at every step
- Lastly, but importantly, we'll help you customise your own **Customer Journey**, so you'll walk out of this workshop with a customer service system you can implement into your business straight away

This workshop is for you if you know you're missing out on repeat business and referral opportunities and want to make a change for the better. It's for you if you want to turn your customers into Raving Fans who come back time and time again and tell their friends about you!

What's required from you?

This is a Full Day Workshop for you and your team. This could be your full team, if you own a smaller business, or your key management team, if you're larger...so there's a reasonable time commitment from you.

On this one powerful day, you will learn and apply the **Customer Journey** system. If you choose to undertake the program, you will be required to:

- ✓ Come with an open mind
- ✓ Participate...this is a hands-on, workshop...not a course about theory
- ✓ Stay focussed – phones will be off except during breaks
- ✓ Provide a great testimonial, once you see the value



What does it cost?

For teams up to 25 people: **\$9,997** GST Excl for the day
(excluding venue costs, catering and travel expenses)

For teams greater than 25: POA.



How it works

- Once you've enquired, we'll arrange a videoconference to ensure this workshop is right for you and to talk you through the details.
- Together, we'll book a date that works for you and your team
- You'll get some pre-work to complete. This ensures we can best customise the workshop for your needs and gets your heads in the game.
- We'll liaise with the venue and handle all the room requirements.

How quickly can you run this workshop for my team?

Normally we can run a workshop within 4 weeks of you making contact, but these workshops are in high demand.

How do I enquire?

Simply click on this [link](#) and fill in the form. We'll be in contact. It's as simple as that.

Our "100% Love the Workshop or Your Money Back" guarantee

*"If you and your team attend the workshop,
and you don't believe you got amazing value...
we'll give you back all the money you paid us!"*

**We can only run 2 of these workshops a month, so places are extremely limited...
click on the [link](#) now to register your interest!**

Enquire Now