



**CATCH *RON LIVE!***

# The Secrets of Superior Service

**Back by Popular Demand!**



This high-energy service program with Ron Kaufman will educate and motivate everyone in your organization!

## HRDF Claimable (SBL)

**27 October 2010, 9am - 5.30pm,  
Level 9, Sunway Resort Hotel & Spa, Persiaran Lagoon, Bandar Sunway,**

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# Now you can learn... The Secrets of Superior Service!

This energizing and entertaining presentation highlights the key principles that everyone in every company and organization must apply now to deliver superior service.

Packed with true stories, powerful examples and colorful illustrations, "The Secrets of Superior Service" will inspire you, educate your colleagues and motivate your service team.

## Key Learning Objectives:

- Exceed your customers' expectations
- Stand out with excellent service mindset
- Climb the stairs to Unbelievable! levels of service
- Manage your customer's expectations
- Appreciate the value of customer complaints
- Bounce Back! with effective service recovery
- Shift away from blame and shame to taking personal responsibility
- See the World from customers' point of view

**"Applying these secrets is the key to your service success."**

Everyone agrees that providing excellent service is essential for continued success in today's competitive world. But too often, people regard quality service as "soft" or fuzzy" ... and don't know how to make real service progress.

This high-content workshop clears the fog in an entertaining and upbeat manner, giving you the understanding and concrete action steps you need for immediate service improvement.

**"A powerful and entertaining program. Breaks through the old mindset and triggers action now!"**

– Motorola

**"Just the right mix of fun and learning!"**

– Citibank

**"A very significant learning experience, and a thoroughly enjoyable one as well."**

– Singapore Airlines

## Powerful Benefits for You and Your Team

**Understand eight key principles that will lead you to Superior Service**

Each principle is explained in entertaining detail. You will quickly understand and apply what you've learned.

**Take concrete action to improve your service, right now**

Every section of this program features specific actions you can take right away to improve and deliver better service.

**Achieve new levels of customer satisfaction, loyalty ... and delight!**

People everywhere are looking for, and demanding, better service. Your customers will notice the difference.

**Gain additional business from loyal customers who buy more, and more often**

Your profits will improve with repeat business from your customers. Learn how to give them the service they want and deserve. Serve them right and they will keep coming back for more.

**Win new customers from constant referrals and "positive word of mouth"**

The most credible and powerful advertising is the testimonial of a delighted customer. When happy customers talk, people listen.

**Build a shared language for service**

To lay a foundation for continuous service progress, get everyone speaking the same service language! Share these ideas and concepts with everyone on your team: your staff, managers, colleagues, vendors, suppliers ... and even your customer partners.

**Educate with "the moral of the story"**

One of the best ways to educate is through examples that inspire and entertain. Use the stories in this presentation to illustrate your service points, to drive your message home.

**Become a better customer and you'll get better service, too**

When you give Superior Service, you will understand how to get it, too! Enjoy the Superior Service you deserve.

# A Bonus Presentation on “Powerful Service Partners!”

## Why You Should Attend

Move your team to greater progress, performance and profits. Learn practical steps to build strong internal and external partnerships with your customers, suppliers, managers and staff.

Easy-to-apply, proven techniques to improve your relationships and results. Learn how to get more of whatever you want from the relationships that matter to you most.



## Build Your Business

Move up from One Time Transactions, to Repeating Relationships, to Long-Term, Win-Win Partnerships. Thriving partnerships are important now, and even more essential for your progress in the future.

## Increase Your Profits

Boost customer loyalty and referrals. Happy patrons spend more today, and in the future. Their “positive word of mouth” ensures a steady stream of new customers for you, too.

## Get More “Bang for Your Buck”

Committed vendors and suppliers can help you save money. They give you a better deal today. And they can bring you great new ideas for tomorrow.

## Strengthen Your Crew

Make sure all the people on your team are committed, connected and aligned. Strong internal partnerships help everyone increase dedication and achieve growing success.

## Brighten Up Your Home Team

You can use what you learn in this program with your friends and family members, too.

Enjoy the benefits of better partnership now with your spouse, children, parents, friends and neighbors. They deserve the best. You do, too!

## Meet Ron Kaufman

Ron Kaufman is an internationally acclaimed educator and motivator for superior service partnerships and uplifting customer service.

He is author of the bestselling book series “UP Your Service!” and “Lift Me UP!” and is the founder of “UP Your Service College”.

Ron works with committed organizations around the world, helping them to achieve superior service, increase customer loyalty, build strong service partnerships and create winning service cultures.

Ron’s articles, video and audio segments are available at [www.RonKaufman.com](http://www.RonKaufman.com) and [www.UpYourService.com](http://www.UpYourService.com)

Millions have been educated and motivated by Ron’s high energy speeches and interactive workshops.

Ron’s many repeat clients include government agencies, multi-national corporations and industry associations in financial, professional and medical services, high technology, manufacturing, retailing, hospitality, tourism and transportation.

Ron is a graduate of Brown University, USA with post-graduate studies in France, London and Berkeley, California.

Ron’s mission – and passion – is “Inspiring people to learn, improve and grow!”