

Keeping Customers for Life!!

Building a "WOW" Customer Experience

“68% of customers leave a business or organization because of an attitude of indifference by the owner, manager, or employee”

In these tough and competitive times the only way to differentiate yourself and become less of a commodity in the marketplace is through exceptional customer service. Good is not good enough. The bar is being raised, expectations are getting higher and your customers are judging you by their experiences and interactions with others. Every time you have a meeting, transaction, or interaction, an impression is being formed. This impression can be positive or negative, help or hinder, or make or break a relationship. The bottom line — The quality of your customer service more than any other factor will determine the level of approval customers give you and your organization.



Contact Arnold Sanow
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Arnold Sanow's keynotes, seminars, training, and facilitation programs will provide you with workable strategies and proven solutions to:

- Attract New Customers
- Keep Your Current Customers
- Win More Enthusiastic Referrals
- Improve Your Customer Relations
- Get Customers and Co-Workers Singing Your Praises
- Enhance Internal Customer Service

Arnold Sanow, MBA, CSP (Certified Speaking Professional) will work with your group to provide you with a tailored program focusing on your challenges, your concerns, and your needs.

Arnold is a recognized communication, people skills, and customer service expert who speaks. He is the author of 5 books and numerous tapes, including, "Get Along with Anyone, Anytime, Anywhere... 8 Keys to Creating Enduring Connections with Customers, Co-Workers — Even Kids", "Marketing Boot Camp", "The Charisma Card Deck" and "Keeping Customers for Life." He has delivered over 2,500 paid keynotes, seminars, workshops, training, and facilitation programs to more than 500 different companies, associations, and governmental agencies.

His sessions are interactive, fun, easy to understand, relevant, and non-boring. He will provide you with real life tools, tips, techniques, strategies, and solutions you can use... NOW!

He is also a frequent guest in the media to include the ABC world morning news, CBS evening news, USA Today, Wall Street Journal, Time Magazine, and others.

At one point we seemed to have lost our focus, and then we turned that bleak situation into one of the most positive work sessions I have seen at CANUSA in a long time. I applaud our facilitator, Arnold Sanow.

- Bruce Fleming, President, CANUSA

I want to thank you for the excellent training program you conducted for Health Management Associates. Based on the way everyone is behaving this week, it was a resounding success. We will be in touch soon to discuss some follow-up activities.

- Therese Kleinkauf,
Health Management Associates, Inc.

Thank you for speaking at the NSSEA meeting. As you can see by the evaluations your sessions were excellent. Here are some of the comments. "Excellent presentation – was full of impact", "Wish it was longer... that is rare for me", "Very energetic, enjoyable, and entertaining", "Excellent information and execution", "Best speaker at the conference", "Good pace, good content, and good audience interaction".

- Shari Levine Weinstein, Education and Events Manager, National School Supply and Equipment Association

On behalf of Delphi, the U.S. Information Agency, and our distinguished inter-national visitors, we want to thank you for your presentation. As always, your seminars are excellent! The visitors especially enjoyed the participatory nature of the day and all felt they gained valuable information.

- Clarissa Cullers, Team Leader Delphi International Education and Training

Arnie was fabulous. As I thought, everyone fell in love with him. He made our meeting! I will have testimonials coming for your file and Arnie's. I also asked him to hold our convention dates on his calendar... we must use him again! Thanks for your help in bringing Arnie to us.

- Kelly Blackstock, Meeting Planner for Precision Tune Auto Care

Keeping Customers for Life Building a "WOW" Customer Experience

You will walk away with: *(Depending on your needs.)*

- 6 proven characteristics you must display to get and keep customers
- 18 sure-fire ideas to keep your customers coming back
- How to "stay in touch" with customers by following the 9/18 rule
- A self-test to determine, would you buy from you?
- How to improve internal service *(co-worker relationships)*
- How to make every meeting, interaction and transaction positive, memorable, and special
- 6 steps to SOFTEN your image to boost likeability, trust, and approachability
- How to use body language for an almost "unfair" advantage
- How to go from moments of truth to moments of WOW
- How to understand your customer immediately to establish instant rapport
- 3 ways to avoid misunderstandings once and for all
- 9 ways to deal with "difficult" customers
- Instant tips for getting along with anyone, anytime, anywhere
- Communication skills you must possess to build rapport, relationships, and connect with customers and co-workers
- What do excellent companies do... copy success
- How to up sell, resell, and get referrals from your current customers
- A wallet sized laminated card with "27 Ways to Keep Customers for Life"
- And MORE!!

** Plus... Free subscription to Arnold's e-mail newsletter, "**Bright Ideas**" to remind and reinforce.



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Customer Service Makeovers

Ask about our Customer Service Makeover Programs to Build a Customer Care Culture. See options below:

Silver Program - This consists of an interactive, highly informative, entertaining, real life, and non-boring keynote, seminar or training program focusing on, "Keeping Customers for Life... Building a "WOW" Customer Experience" *(option to videotape and license this session)*

Gold Program - This includes everything in the silver program. In addition we will interview key staff and customers; review systems and guidelines and look at processes and procedures. You will then receive a debrief and a written report with recommendations and specific actions to take. *(option for mystery shopping and focus groups)*

Platinum Program - This includes everything in the silver and gold program. It also includes a CD for each participant on, "Keeping Customers for Life" *(with an option of an ongoing CD program to remind and reinforce)*; laminated wallet sized reminder card; access to e-mail newsletter; and unlimited access to Arnold Sanow by phone, fax, or e-mail for 6 months to answer customer service challenges and concerns.

Your presentation was very entertaining and timely. You hit all the high points in regards to customer retention. We also appreciate all the "extras" prior to and after the event. We look forward to working with you again in the future.

~ Lou Brown, Chairman and CEO,
Precision Tune Auto Care

The program was perfect and Arnold was terrific with lots of humor with relevant and effective examples. Overall A+.

~ Lorelei Long, Human Resources Manager,
Mayer, Brown, Rowe and Maw Law Firm

I want to thank you again for the wonderful seminar you presented to us at Florida Independent School Business Officers Association. You were very entertaining (kind of a cross between Woody Allen and Jerry Seinfeld) as well as informative. And your message is one that we all can use to improve ourselves. It was the most enjoyable class I have ever attended!

~ Don Campfield, Business Mgr./HR, Holy
Trinity Episcopal Academy, Inc.

Arnold I received an overwhelming number of positive feedback comments from our staff. For such a tough group, this is great! I especially appreciate the way you adjusted the training to meet the expectations and needs of our group. Overall, the training had a positive and energetic atmosphere that encouraged good interaction among the participants. We are certainly interested in other programs you offer. Thanks for a great training session.

~ Joanne G. Marasigan, Quality Manager,
Customer Assistance Group Comptroller
of the Currency

What a quality presentation! You couldn't have done better for us if you had planned years ahead. The quality, attention to detail, and preparation were right on the money!

~ Ron Davis, CSP, and Chairman
of Security Associates

Thanks for a great job. You were on the mark and your efforts to tie your subject to our business enabled our people to get more out of the presentation. The response from the group was an overwhelming "yes" to your program. Let's discuss on-going sessions.

~ Ira Barkoe, Executive Vice President, COMSTOR
Based on all the feedback received from Nancy and me, you were able to pull off a miracle and get people not only to laugh but to get and remember numerous key points. This was not easy due to a very tough situation brought on earlier in the day. Maureen and Chris said you were outstanding in helping people process through the myriad of feelings being experienced.

~ Pam Jacoby, Capital Hospice

Thank you so much for your outstanding presentation. Your presentation was interactive and lively. It was a perfect blend of humor and content... everything we asked for! Our audience appreciated your excellent handouts. Most of all, you were wonderful to work with and we truly enjoyed meeting you!

~ Lisa Edelson, Executive Director,
Skokie Chamber of Commerce