



WHY DO SO MANY COMPANIES PUT MORE EMPHASIS ON ATTRACTING NEW CUSTOMERS THAN KEEPING THE ONES THEY ALREADY HAVE?

- FACT:** 7 out of 10 customers who stop doing business with a company do so because of the way they were treated on the first contact.
- FACT:** 96% of unhappy customers never complain about discourtesy, but 91% of them will not buy again from a business that offended them.
- FACT:** According to the National Retail Association, a 5% increase in customer retention can increase long term profitability by as much as 85%.

**IF YOU WANT TO WIN CUSTOMERS, FACE-TO-FACE
OR ON THE TELEPHONE, THIS IS THE SEMINAR!**

"Bill was a terrific communicator - visual aids together with input from us really allowed us to learn and remember the important topics covered."

KATHY GRIFFIN, BOND TIMING SERVICES

"I enjoyed the friendliness, openness and suggestions. Very organized, very enjoyable. This seminar made me realize that my job is just as important as everyone else's."

DEB KNULL, GRAPHIC BUSINESS SYSTEMS, INC.

Siouxland Chamber of Commerce
101 Pierce Street
Sioux City, IA 51101



How To Win Customers and Reduce Lost Sales

Be honest - do *all* your employees treat customers the way you like to be treated when you're a customer? **ALL THE TIME?**

FACT: 70% of customers who stop doing business with a company do so because of the way they were treated. Many times on the the first contact or because of a single incident.

As a consumer, think of the "bad service" you've received. Did you tell the owner or manager?

FACT: 96% of unhappy customers never do! And 91% of them will never buy again from a business that has offended them.

Anyone in your company who comes in contact with your customers has the opportunity to preserve or destroy the relationship.

Which will it be?

Thursday, February 6, 2014

Siouxland Chamber of Commerce presents...

Refreshing • Inspiring • Enlightening • Motivating • Educational • Practical!

In this action packed half-day workshop, you'll discover the secrets of customer loyalty and acquire the skills to help you dazzle customers. Learn proven strategies and techniques to keep customers coming back. Learn how to turn tough situations into future sales opportunities.

Subject Matter Covered

- Get ready for turbulent change
- How to stay motivated in tough times
- Why do customers leave companies?
- Build company-wide urgency and focus
- See an immediate 5% increase in customer loyalty
- Make a great first impression
- Build and maintain a positive attitude
- Communicate respect to every customer
- Remember and use customer names
- Personalize your service!
- Listen effectively
- Turn irate customers into your best customers
- Handle the ten most difficult people successfully
- Facebook, Twitter and protecting your online reputation
- Overcome stress and burnout
- Eliminate the word "just"-- take pride in your job!

Special Bonus Section

KNOW HOW TO HANDLE THE TEN MOST DIFFICULT CUSTOMERS:

- The Irate Customer - Attacks you.
- The Long Winded Customer - Gives you their life story
- The Demanding Customer - "I want it right now!"
- The Abusive Customer - "You @#%&!&!!!"
- The Whiner - Complains about everything.
- The Accuser - "You're not giving her the message."
- The Discriminatory Customer - "I want to talk to a man."
- The Harassing Customer - "Won't take no for an answer."
- The Customer Who Doesn't Listen.
- The Customer Who will NOT hold.

FREE!

All attendees will receive a 30-page illustrated guide to better customer relations!

Here's what they're saying:

"The speaker, Bill, was one of the most effective I've heard in a long time. Great job!"

DENISE BURKS, DELOITTE, HASKINS & SELLS

"I walked in with the attitude 'you can't teach me anything' Thanks for teaching me everything!"

MARGARET THRON, AL MACK PONTIAC, INC.

"Best seminar I ever attended after being in retail for 25 years."

CASEY CASTRO, HOTSYS EQUIPMENT COMPANY

Bill Drury is on a mission to help companies be the best with their customers. He has received rave reviews from over 400 of the Fortune 500 companies and thousands of small businesses. Since beginning his professional speaking career in 1985 with the Zig Ziglar Corporation, he has delivered over 2000 keynotes, workshops or presentations. Bill has proven to be one of the most effective and entertaining speakers in the industry. He is noted for his humorous and enthusiastic presentations. Bill is someone who believes learning must be fun to be productive. His presentation will enhance your organization's ability to compete in the rapidly changing business world of today.



He is a registered member of the National Speakers Association

Here's what Zig Ziglar, America's number one motivator says about Bill Drury:

"...Bill has conducted over 300 workshops for the Zig Ziglar Corporation - we always got good reviews. He knows what he's talking about. He has an excellent style of delivery. Your people and your company will be better off after hearing Bill Drury."

(June, 1989)

SEMINAR DATE AND LOCATION

Thursday, February 6, 2014

Holiday Inn Downtown, 701 Gordon Drive, Sioux City, IA 51101

To Register: Call (712) 255-7903 or Fax (712) 258-7578

Or email lzook@siouxlandchamber.com

More Information? www.apassionforservice.com

REGISTRATION FORM

A Passion For Service!®

How To Win Customers and Reduce Lost Sales

Two identical presentations are offered during the day so you can send half your staff AM and half PM

Workshop Times: 8:30 - 11:30AM _____ How Many _____ 1:00 - 4:00PM _____ How Many _____

Member Registration Fee \$99.00 per person, or \$89.00 each, 5 or more registered

Non-Member Fee \$159.00 per person

Check for \$ _____ payable to Siouxland Chamber of Commerce or Credit Card: VS MC DS AE (please select)

Business Name _____ Credit Card # _____ CVC code _____

Name on Card _____ Expiration Date _____ Email _____

Billing Address for Card _____ City _____ Zip _____ Phone _____

AM attendees name(s) _____

PM attendees name(s) _____

(Please attach list for multiple names per session)

Registration opens 30 minutes prior to the workshop. Cancellations for A Passion for Service are required by Friday January 31st, 4PM, for a refund. If you are unable to attend, your registration may be transferred to another representative of your business by notifying the Chamber in advance. No shows will be billed.