

# IT'S NOT ROCKET SERVICE!

**You don't have to be a rocket scientist** to understand how truly easy it is to provide excellent customer service. After all, we're customers all of our lives. Most of it is plain common sense - everything your mother ever taught you about how to behave with people.

## YOU NEED THIS PRESENTATION NOW MORE THAN EVER



**In this economy, everyone wants the lowest price, and you can't differentiate yourself enough to justify a higher price.**



**People can talk about you and spread the news *everywhere* ... and they do!**



**With face-to-face transactions becoming almost obsolete, your customers still need the type of personal service they expect, no matter what the technology.**



**Customer expectations are higher now than they've ever been. You can't meet or exceed those expectations until you know what those expectations are!**



**Your people don't like dealing with unhappy customers. Unhappy customers create dissatisfied employees, which in return, creates more unhappy customers. It's a vicious cycle.**



Member  
**NSA**  
National Speakers Association

*How differentiated are you from your competitors?*

*Differentiation comes from people wanting to do business with you.*

*Creating customer experiences which foster that type of relationship is easy - it's not rocket service!*

*Steve*

Call us today  
to create  
happy, loyal  
customers!

**In this presentation, you will learn how easy it is to make every business relationship - external or internal - a caring, personal one that creates happy, loyal customers and employees.**

**You will learn what customers expect and want from you and how to use common sense, customer-centric skills to differentiate yourself in today's "who has the lowest-price" economy.**

**PEOPLE TO PEOPLE**  
**LEARNING** Inc.

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