

Listening is the single skill that makes the difference between a mediocre and a great company. Lee Iacocca
Maximize Profits with Exceptional Customer Service
In today's fast-paced, customer-oriented business environment, people skills are vital for personal and professional success. First impressions--good or bad--last forever. That's why every contact with a consumer makes a world of difference. Discover how to--
* Identify the roadblocks sabotaging your ability to elicit customer confidence
* Improve your listening skills to identify customer needs and solve problems
* Deliver outstanding, personalized service resulting in satisfied customers
* Reduce customer-service problems through quality communication
* Understand consumers and meet their expectations
* Employ nonverbal communication to convey a positive customer-service message
* Leverage interactions into opportunities to build customer loyalty
* Adjust your communication style to increase your credibility with customers
Who benefits from Harness the Power of Exceptional Customer Service? *
Customer-service representatives * Salespeople * Supervisors * Upper-level managers *
Business owners * Anyone who interfaces with the public
Your success depends on your ability to deliver phenomenal customer service. If you want to transform your business and multiply your profits ... you must put the relationship before the transaction. I know of no more effective author on the subject of interpersonal skills than Gaylyn Williams. --Paul Strauss, Business Leader and President, WCRT, Chicago, IL
A must read for every person who will interact with customers. A must read for those without prior experience in sales and management. Of the books, tapes and CDs I have acquired over the past thirty years, Gaylyn has given us what I consider the most powerful tool to date.; Jim Werner, 30-year Business Owner and Speaker, Fort Myers, FL; Good communication skills are an indispensable tool for your success in any business. This series is an absolute essential for every person wanting to maximize their profit potential. William Bronchick, Attorney, Best-Selling Author, Host of Legalwiz.com, Denver, CO

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