



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 Federation, 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 WORKSHOP!**

“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 workshop made me realize that my job is just as important as everyone else’s.”

DEB KNULL, GRAPHIC BUSINESS SYSTEMS, INC.



100 W. Evans St.
Florence, SC 29501

*This is a
fantastic seminar!
I hope you & your
staff plan to attend!
Mike*



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 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, April 6, 2017

Greater Florence 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
- 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 workshop I ever attended after being in retail for 25 years."

CASEY CASTRO, HOTSY 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.

Here's what **Zig Ziglar**, America's number one motivator said 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."

SEMINAR DATE AND LOCATION

Thursday, April 6, 2017

Florence County Library, 509 S. Dargan, Florence, SC 29506

To Register: Call (843) 665-0515 or Fax (843) 662-2010 or Email mhowle@flochamber.com

REGISTRATION FORM

A Passion For Service!®

How To Win Customers and Reduce Lost Sales

Workshop times: 9:00AM-12:00PM and repeat 1:00PM-4:00PM (send half your managers/staff AM/PM)

Chamber Member Registration:	<u>One attendee</u>	<u>2-5 Attendees</u>	<u>5 or more</u>
Early Registration by (3/30)	\$99.00 each	\$89.00 each	\$79.00 each
Regular Registration after (3/30)	\$109.00 each	\$99.00 each	

Company name _____ Email address _____

___ Check payable to: Greater Florence Chamber of Commerce ___ Card** VS MC DS AE (please select)

Card number _____ Address _____

_____ Phone _____ Exp Date _____ CVC code _____

Name on Card _____ Signature: _____

Attendees' Names (please indicate AM OR PM) _____

(Please attach list for multiple names)

Should you choose to pay by credit card, there will be a 2% processing fee added to the amount due (processing fee will not exceed \$50)

Registrations for A Passion for Service are non-refundable. If you are unable to attend, your registration may be transferred to another person in your company by notifying the Chamber in advance. Non-Members \$199.00 each