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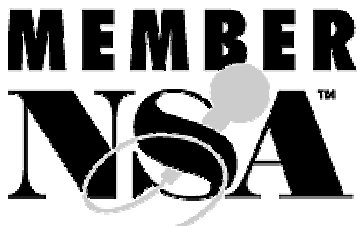
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Customer Service Matters!

Presented by Rosemary A. Ward, MA, DTM, CSP

Participant Materials:

Participant Resources range from \$11.95/person to \$199.95/person

Description:

Hallmark customer service demands more than a "one-size fits all" approach for working with customers. This seminar will help you learn why customer service is so important. In addition, it will help you to understand your customer service style, how to read your customer's priorities – then adjust your approach to meet your customer's needs.

Whether your customer is inside or outside of the United States, you'll appreciate strategies for applying the best of the DISC® Behavioral Model to accelerate your effectiveness with others. With increased competition, more informed customers, and greater choices for products and services, top quality service is the differentiator. Each person on the customer service team makes a positive and powerful difference in securing new customers and in ensuring that delighted customers keep coming back!

Session Covers:

- Why quality service is important
- The root of customer dissatisfaction
- Understanding your customer service style
- How to read your customer's styles
- Meeting customer's needs by adapting your interaction strategies with them - both in person or over the phone
- Customer service tips for multicultural effectiveness
- How to stay powerfully poised even under stress and distress

Advantages of attending:

- Understand the importance of high quality professional service to the bottom line of the business
- Learn how to focus on customer's goals, fears and motivations
- Discover how to address challenging situations with increased results

About your presenter:

Rosemary Ward is the President of Training Direct, LLC based in Whitehall, Michigan. She specializes in building key people skills that make a positive productive difference. Rosemary's background keeps her a favorite among diverse audiences. She was born and raised on a farm, is a former vocational agriculture teacher, and earned a bachelors and masters degree from Michigan State University. She has over 20 years of business experience working with some of the largest companies in the world and ranks in the top 1% of 3500 sales professionals globally for the sale of high quality learning resources. You'll appreciate Rosemary's real life experience, hard-hitting, high content, organized approach and her dynamic delivery style!

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