



Achieve Great Service

Today's wise organization knows something very special: service is a marketing strategy that leads to customer retention, referrals and relationships. Leaders know that regardless of title, we all serve, and how we serve creates the customer experience that builds our brand reputation and loyalty. And, they know this timeless strategy is essential in today's economy.

Achieve Great Service helps employees and managers alike discover simple, fun, no-cost ways to meet and exceed customer expectations—and transform that service into a marketing and revenue strategy that achieves:

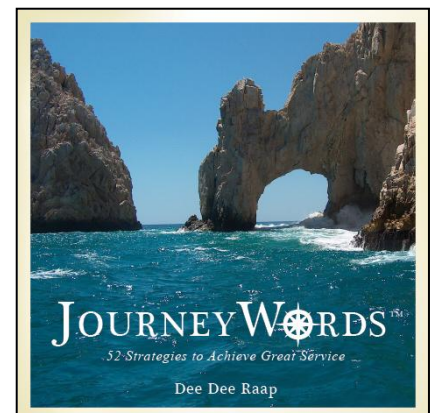
- Retention**—making customers want to keep doing business with you
- Referrals**—giving customers reasons to "brag" to others about their experience
- Relationships**—making customers want to buy more because they trust you.

In ***Achieve Great Service*** participants will learn how to:

- Show up every day serving from a place of “personal best” that inspires the same behavior in customers and co-workers
- Engage in five ways that build relationships and create customers for life
- Use values to connect with customers to deliver your Service Brand Promise
- Identify, meet and find ways to exceed customers' expectations
- Use service to build loyalty to help sell more products and services
- Create a positive, can-do attitude communicated in words, tone and body language
- Stop annoying customers with what can't be done and focus instead on solutions
- Avoid nine killer phrases that destroy the customer experience
- Solve industry specific problems in ways that saves the customer relationship and builds loyalty
- Identify four customer and co-worker communication styles and apply skills to each to help solve problems and build relationships

With a systemized set of service tools—the Service Compass, the Service MAP and JourneyWords™—and 20+ years of successful service training, Dee Dee helps your staff create a service experience that is easy to implement and maintain—all for measurable results at the end of the day.

***Dee Dee's Inspiring Book
JourneyWords:
52 Strategies to Achieve Great Service***



Clients:

Dee Dee has researched, developed and trained service programs to create customer loyalty for 20+ years for organizations including:

SECURA Insurance—WI/IN/MO/IA/MI
Federally Employed Women
Mountain Plains Library Association
SDN Communications, SD
SD Telecommunications Association
Valley Telecommunications
SD Association of Quality Managers
SD Health Care Association
Wyoming Tourism
SD Tourism
Sanford Heath, SD
Avera McKennan Fitness Center/Hospital
Yankton CVB
Watertown CVB

SD Parks & Recreation
ND Long Term Care Association
Get 'n Go Convenience Stores, SD
City of Sioux Falls, SD
City of Cheyenne, SD
SDSU Foundation
Mitchell Technical Institute
Great Plains Zoo, SD
Smith Plumbing, SD
BankWest, SD
Aberdeen Parks & Recreation, SD
Regional West Hospital, NE
Memorial Hospital, NE
Halladay Motors, WY

Audiences in 40 states have acclaimed Dee Dee's story telling, interactive style and enthusiasm as a speaker. The result? An authentic experience that unleashes a natural desire in each person to offer great service through values, a positive attitude and effective communication.



"Dee Dee's training has resulted in higher customer satisfaction scores as well as higher employee satisfaction scores. I trust her, and so does our staff." Vernon Brown, SDN Communications

Dee Dee has conducted nearly 100 customer focus groups and employee satisfaction surveys, and uses her research to help organizations find ways to make service both fun and meaningful. She publishes a blog and a monthly newsletter, *"Making the Journey Great,"* and writes a column on service for the Sioux Falls Business Journal.

Why participants love this seminar:

"Loved the interaction!" "Loved the humor!" "Valuable content"

"Engaging and interactive" "Great stories"

"Values that apply to all consumers and employees"

"Your knowledge, energy and creative method of presentation"

"The excitement you have on the subject makes listening and learning enjoyable"

***Book Dee Dee today to get the same results as her clients—
inspired, engaged employees who achieve great service!***

For more information on Dee Dee's programs and presentations, go to www.DeDeeRaap.com, or call Dee Dee at 605-371-2299 today!

