



Leading to Achieve Great Service

Nearly 75% of today's customers make their service experience a key part of their buying decisions; 70% will pay more for great service.

Service has become your best, least expensive marketing strategy...IF your customers experience it consistently, throughout your organization, from beginning to end, in ways that add value to them. The side benefit? That level of strategic service creates a culture of satisfied, happy employees committed to customers and co-workers that acts as a recruiting tool for new employees.

Yes, It's Possible to Inspire Great Service and Here's How

Give all leaders in your organization the experience of Dee Dee Raap's ***Leading to Achieve Great Service*** workshop. Managers at all levels will discover simple, no-cost ways to deliver your Service Brand Promise in ways that engages employees and transforms service into a marketing and revenue strategy that achieves:

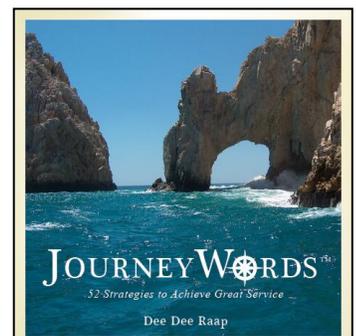
Retention—making both customers and employees want to stay with you
Referrals—giving customers and employees reasons to "brag" about you
Relationships—deepening trust so employees encourage customers to buy more.

In *Leading to Achieve Great Service*, your leaders will learn how to:

- *Identify and deliver your Service Brand Promise*
- *Transform service into a marketing strategy that builds customer loyalty*
- *Communicate the service vision, goals and experience that inspire staff*
- *Ensure all members of your team understand their meaningful role in service*
- *Celebrate service success with recognition that rewards and inspires*
- *Solve problems in ways that saves and builds the customer relationship*
- *Show up every day leading from a place of "personal best" that inspires the same behavior in employees and makes service fun!*

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 leaders inspire great service—all for measurable results at the end of the day.

**Dee Dee's inspiring book:
*JourneyWords: 52 Strategies to Achieve Great Service***



Clients:

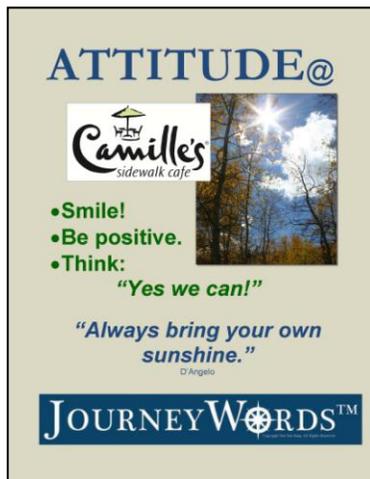
Dee Dee has researched, developed and trained service leadership programs to create customer loyalty for 20+ years for organizations including:

Mountain Pains Library Assn.
Raven Industries
University of Wisconsin
Camille's Sidewalk Café
WY Dept. of Transportation
SD Parks & Recreation
Federally Employed Women
Government Meeting Planners
SDTA
SDN Communications, SD
SD Telecommunications Association
Sanford Health
SD Association of Quality Managers
SD Health Care Association
Avera McKennan Fitness Center

Daktronics
Avera IT
SME Fargo & Sioux Falls
Yankton Chamber of Commerce
Get 'n Go Convenience Stores, SD
City of Sioux Falls, SD
City of Cheyenne, SD
SDSU Foundation
BankWest, SD
Aberdeen Parks & Recreation, SD
Regional West Hospital, NE
Memorial Hospital, NE
Showplace Kitchens, SD
ND Hospital Association

From supervisors to CEOs, Dee Dee has helped leaders know how to use the top three employee motivators to inspire an authentic commitment to great service that says regardless of job title or function, service is everyone's job. The result?

"The proof is in the pudding. From your spot-on consulting recommendations to your ongoing push for customer care and focus, your track record is great! You make a real difference by helping us concentrate on the important issues and let go of those things that don't matter. Thank you!" Dean Putnam, SDN Communications



Long after the seminar, Dee Dee helps leaders with a blog and newsletter that offer tips and inspiration. Customized posters are available, along with a series of ezines specifically written to lengthen the training impact in the organization.

Why leaders loved about this seminar:

"I couldn't believe the amazing response I got after training—THANK YOU!"

"...the right message at the right time."

"Thank you for the highly interactive, motivating session!"

"Thank you for the insight on how to be a better employer."

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!

