

# LEARNING & DEVELOPMENT SEMINARS

## Registration Information

### Wow Your Customers



Thursday, February 16, 2012  
9:00 a.m. to 12:00 p.m.  
St. Louis Park Council Chambers  
5005 Minnetonka Boulevard • St. Louis Park, MN 55416

\$93 per person / \$86 per person for teams of three or more

The idea that “the customer is not always right, but the customer is still the customer” turned many an organization inside-out. Government entities have not always thought of residents as customers. The challenge has been and continues to be the consistent delivery of service-focused practices. In today’s environment, we face a customer:

- ✓ Whose demands are all about “me” & constantly changing
- ✓ Is more educated and armed with information
- ✓ Is time crunched
- ✓ Recognizes the value of feedback as a means of getting what they want

This half-day program to **Wow Your Customers** will help each attendee:

- ✓ Exceed customer needs and expectations
- ✓ Use the RATER factors to guide your customer interactions
- ✓ Determine the right times to bend or break the rules
- ✓ Learn the “Forbidden Phrases” and what to “Say Instead”
- ✓ Become fantastic fixers and powerful problem-solvers

Based on the award-winning book *Delivering Knock Your Socks Off Service*, this course is sure to make you think, laugh and learn.

**Facilitator:** Ann Thomas, is nationally recognized for her skills to connect with each audience. She brings more than 25 years experience in consulting and training to each of her clients. Her work focuses on improving service quality, diversity awareness, sales, generational differences, performance management and professional development. Currently Ann is President of her own consulting business. As an author, her recently released books **Pay Attention! How to Listen, Respond and Profit from Customer Feedback** and **101 Activities for Delivering Knock Your Socks Off Service** provide focused, applicable and guided strategies for businesses, groups or individuals to hone their service skills and awareness.

#### How do I register?

Register online at:  
[www.stlouispark.org/  
learning-courses.html](http://www.stlouispark.org/learning-courses.html)

**\*Fill out this form, mail or fax to:**  
Debbie Fischer  
5005 Minnetonka Blvd.  
St. Louis Park, MN 55416  
Fax (952) 924-2170

#### How do I pay for the session?

After you register, you will receive an e-mail confirmation in addition to an e-mail reminder approximately one week prior to the seminar. An invoice will be sent to your billing address immediately following the seminar. Alternative billing arrangements are available by contacting Debbie Fischer (see contact information below).

#### What if others from my organization want to attend?

If your organization has three or more attending the same session, you will receive the price reduction noted.

#### Why invite other agencies?

We have really great people working in other public agencies. Some of our best learning is when we learn from each other in actual situations. Many problems we deal with in the public sector are unique, and we can work together to help one another. It’s also a great opportunity to meet other public agency professionals.

#### Questions?

Contact Debbie Fischer by e-mail [dfischer@stlouispark.org](mailto:dfischer@stlouispark.org) or call (952) 924-2525. Space is limited, so please register early.

**\*For your convenience, you can fill in this form on your computer. Just type in your information in the fields below and print the form to fax or mail. (If you prefer to register online, click on URL above.)**

### REGISTRATION FORM – **Wow Your Customers** – Thursday, February 16, 2012

YOUR NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_