



## **Lisa Ford Program Descriptions**

### Create A Customer Focused Team

Face it--front-line customer service is a tough job. One of the biggest challenges is keeping your team inspired and motivated every day. Learn what works when it comes to inspiring exceptional service and creating loyal customers. This session will cover the environment you must create to encourage a strong, involved team, your role in modeling the right behavior and the strategies to maintain the right service attitude. Other hands-on information includes how to train a staff that's emotionally equipped to handle front-line intensity, what to discuss at team meetings to keep the momentum, and managing today's generation of team members.