



Lisa Ford Program Descriptions

Exceptional Customer Service

Your employees and their customer service skills may be the only thing that differentiates you from the competition. This seminar is for front-line employees who do the daily demanding job of serving more sophisticated and educated customers. The skills of employees must constantly be updated to meet customer's expectations. Lisa delivers hands-on techniques that employees can use immediately. The content is combined with examples and humor so employees have a chance to laugh and learn. Audiences will learn - how to calm down an angry customer, listen to uncover customer's needs, recover from a problem the organization created and win the customer back, handle conflicting needs of customers and keep enthusiasm and an attitude of "customers first" all day. This seminar is based on Lisa's best-selling video series, "How to Give Exceptional Customer Service".