

The Secrets of Superior Service™

Keep your customers happy,
loyal and coming back for more!

Ron Kaufman
Author and Founder
UP! Your Service

Step UP!
Achieve new
levels of
service!



*A high-energy service program
with Ron Kaufman to educate and
motivate everyone in your organization!*

“We wanted an energetic and upbeat presentation
for our conference. You definitely delivered!”

Conference Organizer

“Everyone keeps talking about this speech. It made
a huge impact on the way we think and serve.”

Learning & Development Manager

“A perfect combination of good ideas
and the right attitude for action.”

Chief Executive Officer

“This was the wake-up call for us to deliver a
better customer and partner experience.”

Managing Director

Now you can learn... The Secrets of Superior Service!™

This energizing and entertaining presentation highlights the key principles that everyone in every company and organization must apply now to deliver superior service.

Packed with true stories, powerful examples and colorful illustrations, "The Secrets of Superior Service" will inspire you, educate your colleagues and motivate your service team.

Everyone agrees that providing excellent service is essential for continued success in today's competitive world. But too often, people regard quality service as "soft" or "fuzzy"... and don't know how to make real service progress.

This high-content workshop clears the fog in an entertaining and upbeat manner, giving you the understanding and concrete action steps you need for immediate service improvement.

You will also learn how to build strong internal and external partnerships with your customers, colleagues managers and suppliers.

Move your team to greater progress, performance and profits! Gain easy-to-apply, proven techniques to improve your relationships and service results.

"A powerful and entertaining program.
Breaks through the old mindset and
triggers action now!"

MOTOROLA

"Just the right mix of fun and learning!"

CITIBANK

"A very significant learning experience,
and a thoroughly enjoyable one as well."

SINGAPORE AIRLINES

Powerful Benefits for You and Your Team

Understand eight key principles that will lead you to Superior Service

Each principle is explained in entertaining detail. You will quickly understand and know how to apply what you learn.

Take concrete action to improve your service, right now

Every section of this program features specific actions you can take right away to improve and deliver better service.

Achieve new levels of customer satisfaction, loyalty ... and delight!

People everywhere are looking for, and demanding, better service. Your customers will notice the difference.

Gain additional business from loyal customers who buy more, and more often

Your profits will improve with repeat business. Learn how to give your customers the service they want and the recognition they deserve.

Win new customers from constant referrals and "positive word of mouth"

The most credible and powerful advertising is the testimonial of a delighted customer. When happy customers talk, people listen.

Build a common service language

To lay a foundation for continuous service progress, you must get everyone speaking the same service language! Share these ideas and concepts with everyone on your team.

Educate with "the moral of the story"

One of the best ways to educate is through examples that inspire and entertain. Use the stories in this presentation to illustrate your service points, to drive your message home.

Become a better customer and you'll get better service, too

When you know how to give Superior Service, you will understand how to get it, too. That is good for your service providers, and for you!



Key Learning Benefits

- **Exceed** your customers' rising expectations
- **Stand out** with excellent service mindset
- **Climb** the stairs to Unbelievable! levels of service
- **Manage** your customers' expectations
- **Appreciate** the value of customer complaints
- **Bounce Back!** with effective service recovery
- **Shift** from blame and shame to taking personal responsibility
- **See the world** from customers' point of view

Ron Kaufman is one of the world's most sought-after educators, consultants, and thought-leaders in achieving superior service and uplifting service cultures.

Ron understands the only reliable way for a company to achieve and maintain its competitive edge is to create a culture that empowers every employee to surprise and delight customers and colleagues with truly uplifting service.

Ron works with a successful clientele of government agencies and multinational corporations. He delivers powerful insights and global best practices enabling organizations to gain a sustainable advantage through service.

Ron is a regular columnist at *Bloomberg BusinessWeek*. He is the author of 14 books on service, business and inspiration and has been featured in *The Wall Street Journal*, *The New York Times*, and *USA Today*.



