

# The Secrets of Superior Service™

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

**Ron Kaufman**

*New York Times* bestselling author

**UPLIFTING SERVICE**

*The Proven Path Delighting Your Customers,  
Colleagues, and Everyone Else You Meet*

**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!**<sup>™</sup>

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

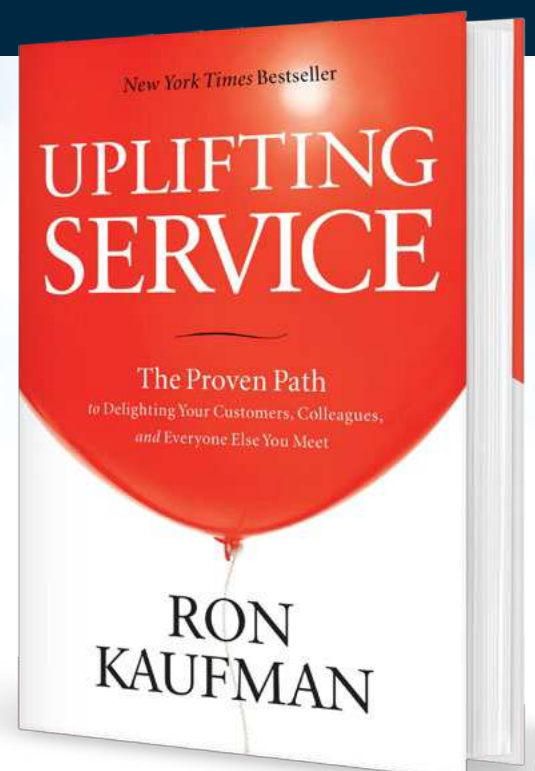
**The New York Times**  
BESTSELLER

**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 the author of the *New York Times* bestseller *Uplifting Service* and 15 other books on service, business and inspiration. He is rated one of the world's "Top 25 Who's Hot" speakers by *Speaker Magazine*.







**UP! Your Service** enables leaders and organizations to quickly and dramatically upgrade service performance and secure sustainable advantage by building an Uplifting Service culture.

The **UP! Your Service** methodology integrates Service Leadership, Actionable Service Education, The 12 Building Blocks of Service Culture and an Implementation Roadmap that is easily customized to suit the unique needs of your organization.

**UP! Your Service** clients use this proven approach to build a culture that empowers team members in all departments to delight their customers and colleagues with truly Uplifting Service.

**UP! Your Service** was founded by Ron Kaufman.

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## RON KAUFMAN

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

- Author of *Uplifting Service* and 15 other books on service, business and inspiration.
- Rated one of the world's "Top 25 Who's Hot" speakers by *Speaker Magazine*.
- Powerful insights from working with clients all over the world in every major industry for more than twenty years.
- Inspiration to leaders, managers and service providers in his high-energy speeches and workshops.

**Who should attend** This high-energy, high-content workshop will upgrade service skills and uplift the spirit for service for everyone serving external customers or internal colleagues. Appropriate for all levels, from managers to frontline staff. For immediate service improvement, register everyone on your team!

**Look who is learning with Ron!** 3M, Accenture, Agilent, American Express, Asia Pacific Breweries, AXA, Canon, Cap Gemini, Cathay Pacific, Cisco, Citibank, Changi Airport, Dell, DHL, Dubai Internet and Media Cities, Emirates Airline, Federal Express, Giordano, many Government Agencies, Hertz, Hewlett-Packard, Hilton, Hyatt, IBM, Johnson & Johnson, Jollibee, Li & Fung, Lucent, Maersk, Malaysian Airlines, Manulife, Mastercard, Merck, Merrill Lynch, MDRT, Metro, Microsoft, Mobil Oil, Monsanto, Motorola, Nokia, Panasonic, Pepsico, Prudential, Raffles Hotel, Reuters, Seagate, Seagrams, Shell, Sheraton, Siemens, Singapore Airlines, Singapore Tourism Board, SONY, Standard Chartered Bank, Texas Instruments, TNT Express, United Parcel Service, VISA, YPO, Zuellig Pharma ... and many more.

