

CUSTOMER SERVICE ACADEMY

Jean Steel, M.S.

We all know that **customer service** is the most important element of creating a successful, thriving business - especially as we find our resilience after the year we all just experienced!



Your reputation, and that of your business, is based on your service quality, yet oftentimes we are just paying lip service. Knowing it and actually doing something to improve it are two different things! You've heard keeping current customers is cheaper than recruiting new ones, but new customers are equally, if not more important!

Did you know...

- Word-of-mouth is the best way to build your business?
- People form a first impression within seven seconds?
- Your customers don't care what you know, until they know you care?
- Customers are willing to drive further and pay more for better customer service

If you didn't, or just don't know where to start - **we're here to help!**

Join us for a fun-filled day (yes, you read that right!) and leave with the tools to help your business grow from good to **GREAT!**

ALL-DAY SESSION PRICE: \$239 per person

*Session includes: lunch, all-day snacks, a book by Jean on the corresponding topic, and handouts

DATE & LOCATION

Friday, Oct. 22 from 9 a.m. - 4 p.m.

Farm Bureau, 4875 Morbita Place, San Luis Obispo 93401

Please note: This is an in-person session and space is limited.



"Jean has inspired our team to find new ways to 'Love our Mondays' and provide amazing customer service to the public. Her spirit and positive outlook is both encouraging and infectious, we left her training feeling inspired, refreshed and re-motivated to give 100%."

- Nicola Morais, Application Systems Specialist - EnerGov for the City of San Luis Obispo

"If you are thinking of bringing Jean on to assist your organization with customer service or engaging your workforce training - don't wait. Her down-to-earth, pragmatic approach to giving and receiving great customer service speaks to employees at all levels of an organization."

- Karen Diemer, City Manager at City of Arcata

To register, visit happypeoplewin.com/events or contact **Jenny Molinar** at jenny@happypeoplewin.com | 805.305.0279.