

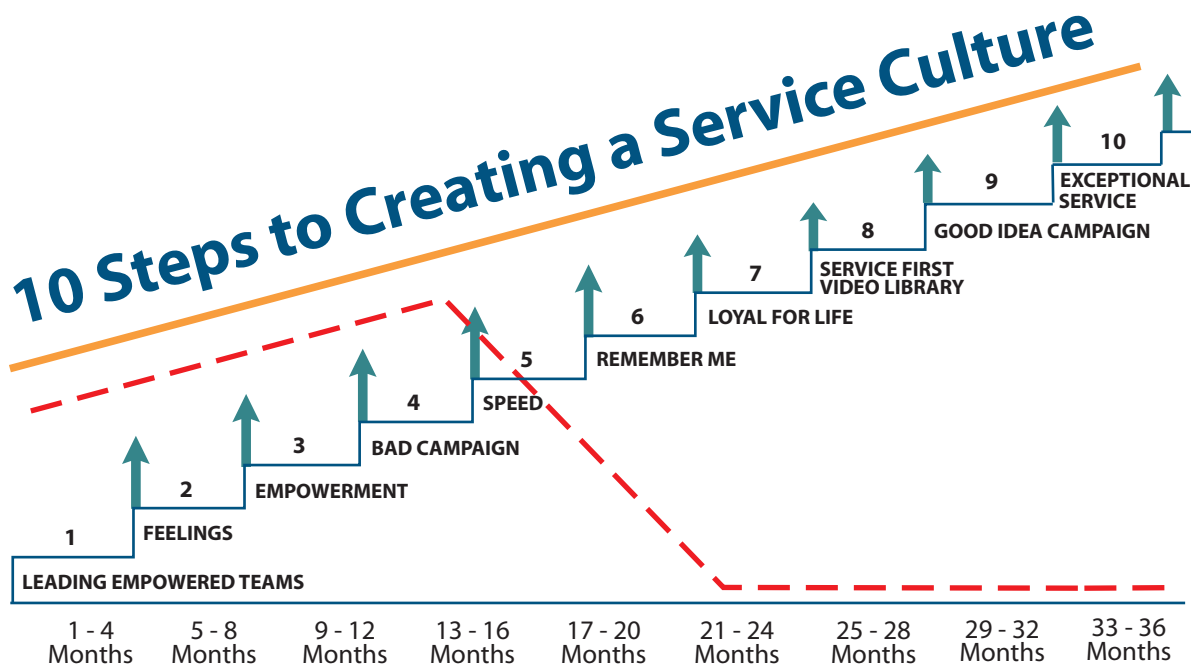
PRODUCTS & SERVICES

Strategic Plan for Corporate Culture Change

This is a recommended three year service culture plan. Phase sequence will be tailored to your environment. Every 4-6 months the next phase should be kicked off.

We recommend 12 months between BAD and GOOD Idea Campaigns for maximum impact.

If money is a concern, start with the BAD cost reduction campaign and use some of the savings to fund the entire three year plan. It's low risk and inexpensive.



3 Year Service Culture Plan 2-3 programs a year of your choice. Includes all Train-the-Trainer seminars, all product and facilitation of the management program. Shipping is additional.

Order at the seminar for special pricing:

50-99	\$227 per person per year for 3 years
100 -499	\$117 per person per year for 3 years
500 +	\$ 77 per person per year for 3 years

Programs



Leading Empowered Teams is a two-day workshop enabling managers to set and maintain service standards, provide coaching and feedback, drive empowerment and teamwork.
Facilitated by SQI \$8,000 for up to 30 participants. Seminar special of \$7,000. Only \$233 per person.

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Feelings Quality Service First Time Every Time Three session program of 3-4 hours each tailored to call centers, professional and financial environments.
Introductory Start Up Special for 20 participants, user friendly facilitator guide and 3 DVD's \$1,299. Seminar Special \$999. Save \$300. Additional Participant kits \$19 each.

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Feelings Retail/Service Three session program of 3-4 hours each tailored to retail, restaurant, car dealer, and blue collar environments.
Introductory Start Up Special for 20 participants, user friendly facilitator guide and 3 DVD's \$1,399. Seminar Special \$1,099. Save \$300. Additional Participant kits \$20 each.

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The Spirit of Excellence Written specifically for health care, hospitals and clinics. A three session program of 3-4 hours each spaced one week apart.
Introductory Start Up Special for 20 participants, user friendly facilitator guide and 3 DVD's \$1,249. Seminar Special \$949. Save \$300. Additional Participant kits \$19 each.

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Connections Is designed for support staff in colleges and universities to improve recruitment and retention of students. A three session program of 3-4 hours each spaced one week apart.
Introductory Start Up Special for 20 participants, user friendly facilitator guide and 3 DVD's \$2,150. Seminar Special \$1,750. Save \$400. Additional Participant kits \$16.75 each.

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Remember Me Teaches employees how to remember and use customers' names. A two session program of 3-4 hours each spaced one week apart.
Introductory Start Up Special for 20 participants, user friendly facilitator guide and 2 DVD's \$1,299. Seminar Special \$999. Save \$300. Additional Participant kits \$19 each.

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Speed Speed means do it fast, do it now and do now and do it right. It dramatically increases your organizations speed and changes employee mind sets. A two session program of 3-4 hours each spaced one week apart.
Introductory Start Up Special for 20 participants, user friendly facilitator guide and 2 DVD's \$1,299. Seminar Special \$999. Save \$300. Additional Participant kits \$17 each.

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Empowerment: A Way of Life An empowered workforce will create overhappy customers. Create a game changing practice. A two session program of 3-4 hours each spaced one week apart.
Introductory Start Up Special for 20 participants, user friendly facilitator guide and 2 DVD's \$1,399. Seminar Special \$1,099. Save \$300. Additional Participant kits \$19 each.

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Loyal for Life A one session program of 3-4 hours on service recovery and empowerment. Learn how to take unhappy customers from hell to heaven in 60 seconds or less.
Introductory Start Up Special for 20 participants, user friendly facilitator guide and 1 DVD's \$999. Seminar Special \$699. Save \$300. Additional Participant kits \$15 each.

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Exceptional Service A one session program of 3-4 hours that teaches employees how to deliver exceptional service.
Introductory Start Up Special for 20 participants, user friendly facilitator guide and 1 DVD's \$999. Seminar Special \$699. Save \$300. Additional Participant kits \$15 each.



Buck-A-Day Campaign
 A bottom-up 30 day campaign that asks employees to focus on cost reduction. The objective: find a way to reduce costs by at least a dollar a day. **Measurement software included.**
For the entire workforce.
 50-99 employees \$35 each
 100-499 employees \$30 each
 500- 999 employees \$28 each
The \$250 per location fee is waived if ordered at the seminar.



Good Idea Campaign
 The 30 day campaign focuses on quality and customer satisfaction. Fun with a 70-90% participation rate. **Measurement software is provided.**
 50-99 employees \$35 each
 100-499 employees \$30 each
 500- 999 employees \$28 each
The \$250 per location fee is waived if ordered at the seminar.

John Tschohl's Seminars

John Tschohl, Founder and President of Service Quality Institute. Author, The International Recognized Service Strategist and USA Today's, Time & Entrepreneur Magazine's Customer Service Guru.

KEYNOTE PRESENTATION

John Tschohl, service strategist and customer service guru, author and speaker, will share his knowledge on the commitment to world-class service as a strategy to rapidly grow your business.

EMPOWERMENT: A WAY OF LIFE

Empowerment is the ultimate in customer service. It is all about having millions and millions of over happy customers.

e-SERVICE

Designed to strategically launch the quality service concepts. Creates and builds commitment throughout the organization for world-class service.

SPEED

Dramatically shorten the time it takes to complete any task for customers and co-workers. Alter your employees' mindset, eliminate barriers and empower them to act quickly, and review restricting policies and systems.

LOYAL FOR LIFE

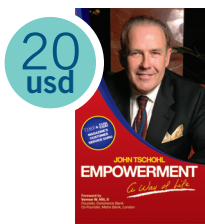
How to take a customer from hell to heaven in 60 seconds or less. Built around service recovery and empowerment.

CA\$HING IN:KEEP YOUR CUSTOMERS, MAKE MORE MONEY, GET A PROMOTION, LOVE YOUR JOB

Built around the book Ca\$hing In. This self-development seminar will lead to better customer service, polished personal skills, enhanced value to employers and heightened self-confidence.

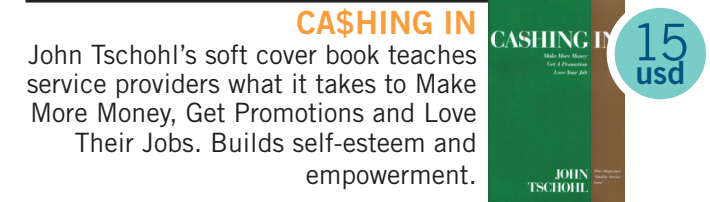
_____ I want to use John for a Seminar
 _____ Organization
 _____ Potential Date

Books



EMPOWERMENT: A WAY OF LIFE

Empowerment is the ultimate in customer service. It is all about having millions and millions of over happy customers.



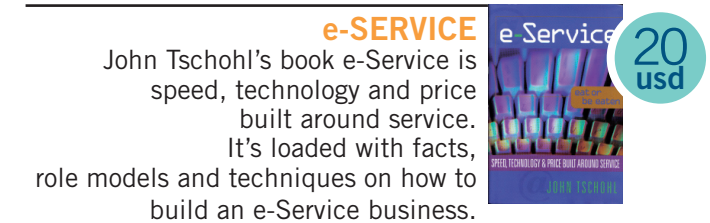
CA\$HING IN

John Tschohl's soft cover book teaches service providers what it takes to Make More Money, Get Promotions and Love Their Jobs. Builds self-esteem and empowerment.



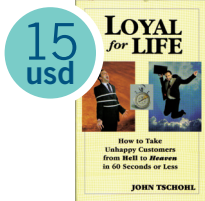
ACHIEVING EXCELLENCE THROUGH CUSTOMER SERVICE

John Tschohl's revised soft cover book provides a complete action plan for making quality service the central focus of the management strategy. It has been called an encyclopedia of customer service strategies and experiences.



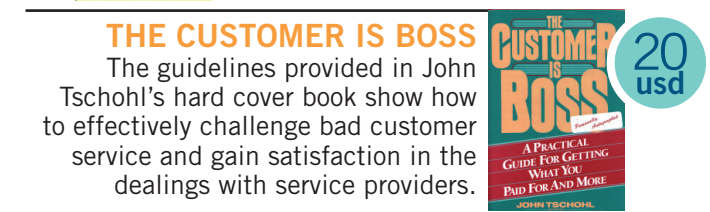
e-SERVICE

John Tschohl's book e-Service is speed, technology and price built around service. It's loaded with facts, role models and techniques on how to build an e-Service business.



LOYAL FOR LIFE

Service recovery and empowerment are covered in John Tschohl's newest book. How to take unhappy customers from Hell to Heaven in 60 seconds or less.



THE CUSTOMER IS BOSS

The guidelines provided in John Tschohl's hard cover book show how to effectively challenge bad customer service and gain satisfaction in the dealings with service providers.



Service First Video Library

Series of 12 DVD's is ideal for training new employees and excellent for self-study. Each monthly video is designed so you can tailor training sessions to meet your needs.

SERVICE FIRST VIDEO LIBRARY
WITH JOHN TSCHOHL

- 1 Your Key to Customer Satisfaction
- 2 Teamwork Development
- 3 Handling Complaints and The Irate Customer
- 4 The Language of Positive Communication
- 5 Effective Questioning and Listening
- 6 Exceeding Customer Expectations
- 7 Value-Added Service
- 8 Effective Telephone Techniques
- 9 The Art Of Satisfying Customers
- 10 Service Recovery
- 11 Empowerment
- 12 Total Quality Service

Complete 12 video set @ \$1,647 USD
or \$199 USD a month for 9 months—
Seminar Special: \$999
Save \$500 or \$159 a month for 9 months.

Customer Service Certification Seminars in Minneapolis

Certified Customer Service Leader, CCSL (3 days)

February & September

\$999 (Call for dates)

For leaders who want to drive and nurture a service culture built around empowerment and teamwork. Learn how to improve your coaching and reinforcement skills.

Certified Customer Service Trainer, CCST (4 days)

February & September

\$1,997 (Call for dates)

Trains you how to implement Feelings and Leading Empowered Teams and licenses you to be able to teach and purchase participant materials at a 85% discount. Facilitator worth \$1,500 is provided for both programs

Programs

- ___ LET
- ___ Feelings QSFTET
- ___ Feelings Retail/Service
- ___ The Spirit of Excellence
- ___ Conecctions
- ___ Remember Me
- ___ Speed
- ___ Empowerment: A Way of Life
- ___ Loyal for Life
- ___ Exceptional Service
- ___ Buck-A-Day Campaign
- ___ Good Idea Campaign
- ___ Service First Video Library

Books

- ___ Empowerment: A Way of Life
- ___ Loyal For Life
- ___ Ca\$hing In
- ___ Achieving Excellence Through Customer Service
- ___ E-service
- ___ The Customer Is Boss

Name		
Title		
Company		
Address		
Phone Number	City	Country
Email Address		

___ **YES, I WOULD LIKE TO RECEIVE JOHN TSCHOHL'S FREE CUSTOMER SERVICE STRATEGIC NEWSLETTER**

- Cash
 Credit Card
 Visa
 MasterCard
 American Express

Account Number Exp. Date Security Code

___ PLEASE INVOICE FOR WIRE TRANSFER



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