

Keeping Customers™
(How to turn the tough customers into your best customers!)

Register for the Bill Drury, Keeping Customers seminar, to be held Thursday, August 25, 2011. Client communications expert Bill Drury will teach us how to turn tough customers into our best customers! From 1985 till 1990, Drury was the National Training Consultant for the Zig Ziglar Corporation. He speaks, trains, and travels extensively, and has proven to be one of the most effective and entertaining speakers in the industry. We've heard fantastic feedback about Bill's workshops! His lively presentations and DVD program instruct over 20,000 people each year!

Subject Matter Covered includes:

- **How to prevent 95% of all problems with customers**
- **How to build trust -- the glue of good customer relationships**
- **Maintain a winning attitude (even if you're having a bad day!)**
- **Communicating Respect -- the golden word with customers**
- **Cultivating a great sense of humor -- the number one quality customers love!**
- **Listen effectively**
- **Clarify communication in conflict**
- **Calm angry people**
- **Turn irate customers into raving fans of your business**
- **Handle ornery people (and not let them get the best of you)**
- **Overcome stress and burnout**

SEATING IS LIMITED -- FOR YOUR CONVENIENCE TWO IDENTICAL PRESENTATIONS ARE OFFERED

Both sessions of the workshop will be held at Republic Bank, 9600 Brownsboro Rd., Louisville, KY 40223.

	8:30AM -11:30 Session One	1:00PM - 4:00 Session Two
		<u>One attendee</u> <u>Five or more</u>
Early Registration (by August 18)	\$89.00 each	\$79.00 each
Late Registration	\$99.00 each	\$89.00 each

For registration or more information call Reanna Smith-Hamblin at (502) 588-0043 or email her at rsmith-hamblin@louisville.bbb.org.

"He knows what he's talking about! He has an excellent style of delivery! Your people and your company will be better off after hearing Bill Drury!" **Zig Ziglar**