

# The Customer Service Conference

*Build lasting relationships with customers and strengthen your ability to succeed in the customer service industry*

- **8 Dynamic Workshops**

Customize your agenda to fit your needs and interests

- **2 Energetic Speakers**

Learn from highly experienced speakers with *first-hand knowledge* of the customer service industry

- **Your Goals, Your Future**

Develop leadership skills, learn problem-solving techniques and find real career satisfaction

- **Innovative & Exciting Ideas**

Discover practical strategies and real-world solutions to everyday problems and frustrations

*Powerful training for anyone who communicates with customers.*

Individually designed conference agenda, created just for you, **by you!**  
See full conference schedule on page 3.

**ENROLL TODAY!**



**PHONE**

1-800-556-3009



**FAX**

913-967-8847



**ONLINE**

[www.careertrack.com](http://www.careertrack.com)



**MAIL**

CareerTrack  
P.O. Box 219468  
Kansas City, MO  
64121-9468

# Why are great customer service employees so rare and valued?

A great customer service representative is “one in a million.” It takes a remarkable combination of skills, knowledge and instinct to become a customer service superstar. Now you have the opportunity to discover that combination and put it to work to achieve your own goals. You can get what it takes to be one of your organization’s most valued assets — and be on your way to a stellar professional career.

This noteworthy conference was designed to address the customer service issues, strategies and skills that can help *you* become “one in a million.” In a practical workshop setting, you’ll learn the secrets to solving the most difficult CS challenges, positioning yourself to attain success and satisfaction in one of today’s toughest fields.

- **Management skills for the CSR ...** learn the leadership skills that are essential to your success, no matter what your title is.
- **Problem-solving techniques ...** learn to consistently produce satisfied customers. Turn tempers down and transform even the angriest people into repeat customers.
- **Real career satisfaction ...** learn to really love what you do and keep the stress and frustration in check every single day.

## **Follow the tracks to become one of the elite CSRs ...**

The unique 2-track format of this conference allows you to customize your day for your particular needs and interests. Select from 8 power-packed sessions and 2 high-interest tracks to refine your strongest skills or target your weaker areas. You decide how the conference can best meet your needs!

Between sessions, you’ll have the opportunity to meet and network with other professionals who really understand the challenges you face ... because they face them, too.

This incredible event is a can’t-miss opportunity! It’s a chance for you to grow and learn from nationally-recognized speakers and workshop leaders, but most importantly, you’ll focus on the specific issues *you* need to succeed, with a customized agenda designed just for *you*, by you.

## **Conference FAQs**

### ***Who is the conference designed for?***

It’s designed for managers and front-line staff who deal with customers and the public, whether it’s face-to-face or through any other communication channel — CS managers and representatives, call center and help desk staff, lead reps and telemarketers, retail or front-office personnel — virtually anyone who represents their organization to customers should attend this conference.

More important than a title or position, however, are drive and attitude. This conference is for professionals who are determined to strengthen their ability to succeed in the customer service field and are searching for new ideas, techniques and strategies to help them achieve their goals.

### ***How does this conference differ from other seminars and classes?***

*The Customer Service Conference* offers you the opportunity to “choose your own agenda” by selecting from 8 dynamic sessions on 2 distinct learning tracks. This conference exposes you to multiple speakers and trainers, with a dual benefit — an Opening Session and breaks that include everyone, and “breakout” workshop sessions for learning in smaller groups. It’s an effective, exciting way to customize a training conference for your own individual needs.

### ***Why a conference just for customer service professionals?***

Few other professions demand such a unique set of skills and knowledge — it’s part psychology, part problem solving, part hard-nosed business sense, just to name a few of the skills needed to succeed. Only in a CS-specific training conference could you expect to find these exceptional skills addressed in a single setting, with speakers and attendees who are tuned in to the particular concerns of the customer service professional.

# CONFERENCE AGENDA

- 8:30 a.m. – 9:00 a.m.      **Registration** – Get Acquainted
- 9:00 a.m. – 10:00 a.m.    **Opening Session: Keynote Speaker**  
*Anticipation! Staying One Step Ahead of Critical Customer Service Trends*

## BLUE TRACK

### Management and Leadership Development

Whether you're already a manager or aspiring to a management position, learn the vital leadership skills to increase your professional value. Discover how to map your career path, spot and hire promising recruits, curb high employee turnover, train others better in less time and improve communication despite today's impersonal technology.

## RED TRACK

### Building Partnerships with Your Customers

From mildly irritated to out-of-control, unhappy customers are an everyday reality. Master the skills to turn even the ugliest situation into a positive outcome. Discover how to not only listen to complaints but learn from them, plus, how to prevent future problems while solving present ones. You'll learn how to improve any relationship with anyone (customers, family members and friends) making your job more productive, more satisfying and less stressful.

## SESSION I

10:15 a.m. – 11:15 a.m.

**CS Career Ladder:** Moving Up and Into Management

**Communication Style & Savvy:** Say the Right Thing, the Right Way

11:15 a.m. – 11:30 a.m.

Break

## SESSION II

11:30 a.m. – 12:30 p.m.

**Find the Gems ... and Keep Them:** How to Recruit and Retain a Top CS Team

**Proactive Problem-Solving:** Managing Today's Complaints to Prevent Future Ones

12:30 p.m. – 1:45 p.m.

Lunch (on your own)

## SESSION III

1:45 p.m. – 2:45 p.m.

**Tech Techniques:** Communicating with Today's Technology

**Taming Tempers:** How to Win Over Angry, Demanding, Impossible Customers!

2:45 p.m. – 3:00 p.m.

Break

## SESSION IV

3:00 p.m. – 4:00 p.m.

**Raising the Performance Bar:** Setting Standards for Stellar Performance

**Building Partnerships:** Boost Cooperation with Customers, Coworkers ... Anyone!

## PLANNING YOUR CONFERENCE DAY:

After the Opening Session, you may choose to follow one track start to finish, or choose 4 individual sessions from 2 tracks, according to your interests. For more information on individual sessions, see pages 4-5.

# The Customer Service Conference

## OPENING SESSION:

### *Anticipation! Staying One Step Ahead of Critical Customer Service Trends*

How can you stay focused today without losing sight of what's looming ahead? Take a look at where the field is headed and what it means to you. This is a frank, eye-opening discussion about the steps you need to take right now to position yourself — and your organization — for success in a rapidly changing world.

## BLUE TRACK: Management and Leadership Development

### *Blue Session 1: CS Career Ladder: Moving Up and Into Management*

Whether you're a manager today or eyeing future opportunities, learn and refine the key qualities that get CS managers noticed, lauded and rewarded.

- Your personal career map: Devise a specific, yet flexible, plan to achieve your goals.
- What it takes: Identify and develop the most significant traits of the best CS managers.
- Personal assets: Determine which assets are most valuable to others, and how to get your best traits noticed and rewarded.
- Strengths and weaknesses: Learn how to maximize your pluses and minimize your minuses.

### *Blue Session 2: Find the Gems ... and Keep Them: How to Recruit and Retain a Top CS Team*

What do CS managers cite as their most pressing challenge and concern? Top talent — how to get and keep it in today's tight labor market. It's harder than ever to attract promising talent, and even harder to retain your top performers. You'll learn creative and aggressive tactics to find and hire the best people and foster a work environment that keeps them from "jumping ship."

- Specific incentives to attract top performers and the unique "menu" your organization has to offer.
- The cost of hiring: Understand and outline the obvious and hidden costs.
- Symptoms of the unhappy employee and how you can intervene early and effectively.
- The Retention Equation: a formula that pinpoints turnover problems and points the way to solutions

### *Blue Session 3: Tech Techniques: Communicating with Today's Technology*

Few organizations deliver customer service strictly face-to-face or by phone. Communication channels such as email, voicemail, faxes, live chat and websites have become more commonplace, heightening convenience but posing a tricky challenge — how to use technology to its full potential, yet still maintain a personal and responsive tie to customers.

- Dos and don'ts of email: check yours for these offensive e-blunders.
- The two faces of voicemail: Ensure this notorious technology helps, rather than frustrates, your customers.
- The new role of the telephone — how to use this CS standard in conjunction with new technologies.

### *Blue Session 4: Raising the Performance Bar: Setting Standards for Stellar Performance*

Every staffer has a different idea of what constitutes a "good job." This session details ways to raise performance standards and motivate everyone to reach for superior levels of service. You'll learn how to identify key performance benchmarks and communicate your expectations to employees in a way that will make them strive to meet the highest standards!

- The key traits of top performers: how to develop these "success habits" in anyone, even "borderline" employees
- A 6-step process to establish optimum performance standards
- How to measure performance, including hard-to-quantify, intangible factors

ATTEND  
"BLUE" TRACK,  
SESSION 1 ...

*and you'll get straight talk and feedback on not just customer service jobs, but careers.*

ATTEND  
"BLUE" TRACK,  
SESSION 2 ...

*and get good advice for today's competitive labor market! You'll discover how to hold on to your best people and hire the hottest, most promising prospects!*

ATTEND  
"BLUE" TRACK,  
SESSION 3 ...

*and you'll get the latest word on which technology works best and when the "personal touch" is essential.*

ATTEND  
"BLUE" TRACK,  
SESSION 4 ...

*and learn strategies for measuring and motivating your sales staff for stellar performance!*

## **RED TRACK: Building Partnerships with Your Customers**

### **Red Session 1: Communication Style & Savvy: Say the Right Thing, the Right Way**

Do you *really* know what you're communicating? And what message, exactly, is your customer trying to get across? In face-to-face communication, words convey only 7% of the total message. The same holds true for the phone, where only 14% of the message is communicated by words! In this session, learn how to understand, control and use the full 100% of communication resources to your advantage.

- How to integrate voice, words and body language, and spot hidden weaknesses
- Non-verbal volleys: how to communicate opinions and emotions wordlessly and how you can consciously control it
- How individuals process information differently and how to adjust for different styles: slow or fast, high- or low-detail and more
- Rules of clarity: Most miscommunications occur because one or more of these rules are broken!

### **Red Session 2: Proactive Problem-Solving: Managing Today's Complaints to Prevent Future Ones**

You should welcome complaints! Why? Because most of your ex-customers didn't bother to complain. They simply took their business elsewhere. Every complaint is an opportunity to turn an unhappy customer into a satisfied one, while using the feedback to prevent future dissatisfaction. You'll learn how to use problem-solving techniques to regain the trust of customers and make them feel they've been treated fairly.

- Phrases customers hate! What you should NEVER say when trying to resolve a complaint
- Questioning techniques that involve the customer and get to the bottom of a problem
- When to involve your manager in a complaint or dispute
- If you can't give them what they want: how you can still make them feel they've been treated fairly and professionally
- How to use feedback to ensure future customers aren't dogged by the same problems

### **Red Session 3: Taming Tempers: How to Win Over Angry, Demanding, Impossible Customers!**

Every CSR can tell you dozens of "war stories" about out-of-control, rude or furious customers. Even the best reps and organizations regularly face highly charged situations; it's a fact of life. The good news? With proper training, you can handle practically any bad situation that comes your way — coolly, calmly and with dignity!

- 5 simple steps to help you stay calm and keep your head when the customer blows up
- How to respond when a customer launches a personal attack
- Step by step, how to lead an angry person to calm and reason
- Recovery strategies: ways to get things back on track and end on a positive note

### **Red Session 4: Building Partnerships: Boost Cooperation with Customers, Coworkers... Anyone!**

Learn the process by which customers come to trust you and value the relationship! You'll discover the simple, yet highly-effective, techniques that build "partnerships" — putting you and your customers on an even footing, with common goals and problems. The techniques you'll learn apply to any relationship, so you'll boost trust and cooperation with coworkers, family members and friends as well!

- Partnership "rules": essential guidelines for positive customer contacts
- Techniques for making a great first impression or changing negative perceptions in established customers
- The amazing difference between advisers and experts, and how it affects customer relationships
- How to build and expand long-term relationships with customers that keep them coming back
- Communication tips between "partners" and how it differs from traditional approaches

### **ATTEND "RED" TRACK, SESSION 1 ...**

*and learn helpful strategies for adapting to different communication styles.*

### **ATTEND "RED" TRACK, SESSION 2 ...**

*and you'll not only resolve complaints more effectively, you'll actually start to enjoy the challenges they present!*

### **ATTEND "RED" TRACK, SESSION 3 ...**

*and the next time you're confronted by an angry customer, you'll have the skills and knowledge to defuse the situation and get back on track!*

### **ATTEND "RED" TRACK, SESSION 4 ...**

*and learn to build lasting partnerships with your customers, ensuring they'll come back, again and again!*

# Registration

## On-Site Training Solutions



### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees you're serious about their professional growth and achieving critical organizational goals and objectives.

### Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

### Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

### Maximize Your Training Budget!

On-Site Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

**For a free consultation, visit us online at [careertrack.com/onsite](http://careertrack.com/onsite), call us at 1-800-944-8503 or scan the code below!**



## Registration Information

**Enroll Today!** Hurry our seats fill fast. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

## Program Schedule

Check-in: 8:30 a.m. – 9:00 a.m.

Program: 9:00 a.m. – 4:00 p.m.

## Cancellations and Substitutions

You may cancel your registration up to 10 days before the program and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

### Please Note:

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or visual recording.
- Lunch and parking expenses are not included.
- Dressing in layers is recommended due to room temperature variations.
- You will receive a Certificate of Attendance at the end of the program.

## Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

## Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C. Reg. 1.162-5. Please consult your tax advisor.

## Continuing Education Credits

CareerTrack offers Continuing Education Credits based on program length and completion. Credits are issued based on the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board.

**Questions or concerns should be directed to your professional licensing board or agency.**

## Update Your Contact Info!

Simply make corrections to the mailing label on the back page of this brochure. **Mail** corrections to P.O. Box 413884, Kansas City, MO 64141-3884 or **fax** to 913-967-8847. We'll change our records for the very next update. Thanks!

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## Guaranteed Results

All of our seminars are 100% SATISFACTION GUARANTEED! We're confident this conference will provide you with powerful training to effectively communicate with customers. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your conference attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

# Express Enrollment!

www.careertrack.com

Call toll-free! 1-800-556-3009 ■ Fax your registration! 913-967-8847 ■ Mail the registration form below!

**1**  **YES!** Please register me for the one-day **Customer Service Conference!** Group Discounts available; see page 6 for details.

**2** **IMPORTANT!** Please fill in VIP number as it appears on the address label

VIP \_\_\_\_\_

**3** **ORGANIZATION INFORMATION**

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_

Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Approving Mgr's Name:  Mr.  Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_  Business  Home

**4** **QUICK CONFIRMATION**

Please email or fax my confirmation to me within 48 hours.

My email address or fax number is: \_\_\_\_\_

**ID#**  
**917120**

**5** **NAMES OF ATTENDEES** (Please list additional names on a separate sheet.)

#1 Attendee's Name  
Mr. Ms. \_\_\_\_\_

Job Title \_\_\_\_\_ Event # \_\_\_\_\_

Email Address \_\_\_\_\_  Business  Home

#2 Attendee's Name  
Mr. Ms. \_\_\_\_\_

Job Title \_\_\_\_\_ Event # \_\_\_\_\_

Email Address \_\_\_\_\_  Business  Home

**6** **METHOD OF PAYMENT** (Payment is due before the program.)  
Please make checks payable to CareerTrack and return form to:  
P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6%) and West Virginia (6%).

Total amount due: \$ \_\_\_\_\_

Check # \_\_\_\_\_ (payable to **CareerTrack**) is enclosed.

Bill my organization. Attn: \_\_\_\_\_

Purchase order # \_\_\_\_\_ is enclosed.  
(Attach purchase order to completed registration form.)

Charge to:  AmEx  Discover  MC  Visa

MO. \_\_\_\_\_ YR. \_\_\_\_\_  
EXPIRATION DATE

Card Number \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

Tax-Exempt # \_\_\_\_\_

Please attach a copy of your Tax-Exempt Certificate for payment processing.

**Note:** If you've already registered by phone, by fax or online, please do not return this form.

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YOUR VIP# IS: WINQ

*How to win every day with today's demanding customers*

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- 8 Dynamic Workshops
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