



Choose a morning or afternoon session

# The Outstanding Receptionist

Learn ways to perfect your telephone skills, provide exceptional customer service and present a positive first impression

*100% Satisfaction Guaranteed!*

A HALF-DAY SEMINAR

Choose from  
**morning or  
afternoon  
sessions**

**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

# Make every day more positive and productive

The telephone is ringing, there are visitors in reception and you have a deadline to meet.

Yet no matter how busy it is, your organization counts on you to project a professional image. It's up to you to present a first impression people will remember and respect.

That is why CareerTrack created The Outstanding Receptionist. In just a half-day, you will discover how to improve your skills and better support everyone in your organization, right up to the top managers and directors.

You will also learn how to manage the stress that comes naturally with your hectic schedule — and to enjoy your job more in the process.

## You will learn ways to:

- **Perfect your telephone skills**  
Learn how to convey a confident, positive attitude and a smile over the telephone. Plus, discover how to handle angry, confused or impatient callers.
- **Improve your customer service**  
Learn how to be more helpful to visitors *and* colleagues. Make your visitors feel more welcome and comfortable while waiting.
- **Project an image that commands respect**  
Discover ways to add polish to your image and avoid some of the common mistakes that can sabotage your credibility.
- **Become more than “just a receptionist”**  
Find out how to refine your core skills, expand your role within the company and gain more recognition.

*You are one of the most important people in your organization.  
Learn ways to do your job better at this half-day seminar.*

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

# Seminar objectives

*Here's what you will gain:*

- The 10-second rule: How to create first impressions to match your company's image
- Ways to stay fresh, alert and sincere all day long
- The best ways to greet, interrupt or transfer people on the telephone
- How to adjust your voice (volume, tone and pitch) to project confidence and friendliness
- How to be more assertive, yet polite
- When everyone wants your attention: How to juggle multiple priorities and still keep your sanity
- How to screen people without offending them (and get the information you need)
- Positive phrasing techniques to calm irate callers
- How to make sure you always have coverage for breaks, holidays, training and sick leave
- 3 exercises you can do at your desk to relieve tension
- How to develop a reference book that keeps valuable information at your fingertips
- Cleanliness vs. clutter: How to become organized and stay that way
- Tips for improving teamwork with other support staff
- How to reassure a guest who has been waiting a long time
- How to deal with people who demand too much, ramble on, are confused or seem too aggressive
- How to create internal telephone lists that do more than just list telephone numbers
- Cross-training: How to expand your role in the company

**Plus, a take-away workbook is yours to keep!**

*Your tuition includes a customized workbook that will help you capture the ideas, without taking pages of notes.*

Like this program, your workbook has been soundly researched by a team of specialized curriculum developers. The information is timely, relevant and designed for long-term results. After the program, it will be a valuable desktop reference to help you implement your new skills back at the office.

# Experience, Knowledge, Talent

## You Can Count on Us for Superior Seminar Leaders

We search out the best. Our extensive and ongoing recruitment program ensures “the best of the best” lead every one of our seminars. We look for and find those professionals that meet our exacting standards for powerful presentation skills, real-world business experience, top professional credentials and training acumen.

Our seminar leaders stay on the cutting edge of business and management through extensive study, networking and workshops. Before presenting even one seminar, each speaker completes a rigorous certification process. Because we know the value of good training, we also expect all of our seminar leaders to demonstrate a solid commitment to continuing their professional development. The result is an exceptional faculty of trainers you can count on — every time.



**Guaranteed  
Results!**

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this seminar will provide you with the tips and techniques you need to be an outstanding receptionist. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar 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*.

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

# Tired of hit-and-miss training?

Choose CareerTrack consistently.  
There is a difference.

## 1. This is real training.

We respect your time and your intelligence. Our course content is soundly researched and designed by expert educators for maximum learning.

## 2. You get the best in trainers.

Our seminar leaders receive the best coaching in the industry. At a CareerTrack seminar, you can always count on learning from knowledgeable experts who know how to teach. Past attendees have rated our trainers higher than 9.0 on a 10-point scale.

## 3. You see great presentation material and workbooks that work.

That's because we have professionals — writers, editors and graphic artists — produce them. Compare our seminar materials with those from other organizations, and you'll see the difference.

## 4. You get what we promise.

We don't lure you to our seminars with a long list of unrealistic promises. Our promotional materials are carefully cross-checked for accuracy against course content.

# Never been to one of our seminars?

We go to great lengths to see you get the most up-to-date training available.

Long before a seminar like this is approved as ready for customer use, it undergoes our own rigorous quality control check. We field-test it, critique it and fine-tune it, right down to the smallest detail.

So by the time a CareerTrack seminar gets to you, it is of the highest quality.

This one gives you the chance to learn professional skills thoroughly, quickly and conveniently — without spending a lot of time or money.

## Participants love CareerTrack seminars:

*“The experience was most enlightening. Given in a very special format which gave examples humorously, but the point was very clear. The time passed very quickly as it was so interesting. Thank you.”*

— Angie Rowlands

*“I now feel confident to compile a plan of action to enhance my day-to-day work performance and further my career ambitions.”*

— Ann Kilbane

## A message for managers

*How you'll benefit from sending your receptionists to this seminar*

Most receptionists spend their days reacting to everyone else's demands, the telephone, visitors, other employees and stress.

To handle it all, your receptionists need specific skills. They need to know how to manage their time, deal with all types of people, handle conflict with composure and project a first-rate image for your organization.

This seminar will give *your* receptionists those skills. They will gain insight into these crucial areas:

### Telephone skills.

The way your organization handles every telephone call determines whether you gain business or lose it. At this seminar, your receptionists will discover how to make *every* telephone call more productive and positive.

### Image.

Your receptionists are “ambassadors” for your organization. Are they presenting the professional, competent image your organization is proud of? They will after this seminar.

### Customer service.

Your receptionists serve people not only from outside your company, but from inside, as well. At this seminar, they'll gain specific professional skills that will dramatically improve their level of service.

Just think: how much would your receptionists benefit by gaining these skills? And even more important, how much would your *organization* benefit?

Help all of your receptionists to develop a “no limit” attitude. Send them to this seminar, and you will see results immediately. *We guarantee it.*

## 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,**  
or call us at  
**1-800-944-8503***

## 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.

### CANCELLATIONS AND SUBSTITUTIONS

You may cancel your registration up to 10 business 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 video recording.
- 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 adviser.

### CONTINUING EDUCATION CREDIT

CareerTrack offers Continuing Education Credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines, and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

CareerTrack is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org). This course qualifies for 3 CPE credits. To obtain a certificate documenting your CPE credits, please visit <http://www.careertrack.com/certificate>. Certificates will be available 10 days after your event has ended.

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# YOUR VIP# IS: WINQ

Call 1-800-556-3009 • Fax to 913-967-8847 • Mail your registration form!

**1**  **YES!** Please enroll me for the half-day, *The Outstanding Receptionist* seminar indicated in Section 5. Group discounts available; see page 6 for details.

**ID#**  
**910554**

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

VIP \_\_\_\_\_ ( \_\_\_\_\_ )  
if available

**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: \_\_\_\_\_

**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.

## ENROLL TODAY!



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