



SPEAKER *Sue*

Customizing your Customer Service: A two hour Intensive workshop

Especially prepared for: Educational Travel Consortium 2019 Annual Conference

January 29, 2019 | 9:45am - 11:45am

Renaissance Montgomery Hotel | Montgomery, Alabama

"Just because it's what's done doesn't mean it's what should be done" Cinderella

Define what "good" customer service looks like in your organization

Define exceptional customer service

Develop a service mantra

Boost customer-centricity

Reduce friction

Respond as quickly as possible

Use positive language

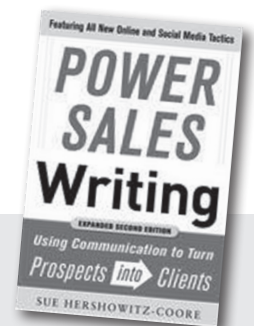
Adapt your communication style

Go to gratitude

Elevate consistency of the experience

Don't be sorry

"No" is never an answer



**Power Sales Writing:
Second Edition**

"Your customers can ignore your correspondence or you can read this book. It's that simple!"

Larry Winget, TV personality and #1 Bestselling Author of *Shut Up, Stop Whining & Get A Life*

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Presented by: SUE HERSHKOWITZ-COORE

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Use empathy carefully

Make them feel appreciated

Email support: You are not a robot!

Hi Sue & William,

Welcome back from *Country*!

I want to hear all about it when you have a chance. Did you take photos or videos during the trip? Sometimes we use those for our catalogs and social media. You can [upload everything here to share the excitement from your adventure.](#)

The link also contains some of our more popular recipes from *Country*, a store with our shirts, links to our other travel companies, and a few other helpful items.

I've copied my colleague Terry Err from Guest Relations as well. She often reaches out to guests to ask about the experience.

I look forward to hearing from you!

Customizing your Customer Service

Springer,

It was such fun chatting with you today about travel! And it would be tremendous to have you and Spaniel (and friends!!) join us on the Pups Rule trip. I'm attaching the brochure as well as a pre-sale flyer.

About the ship: the MS Big Dog has 65 staterooms and suites which are among the most spacious of any *Area* river ship (168 to 284 sf).

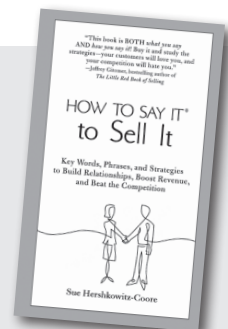
Program reservations require a deposit of \$X00 per person. Deposits for the Pups Rule pre-program option or Historic Big Dog area post-program option are \$X00 per person. Final payments are due by November 12, 2020.

You can call me now/tonight/tomorrow with your credit card info, and I'll get that turned in. Instead of the toll-free line, simply call my cell at 555-555-5555.

Looking forward to traveling with you!

Notes

"Always think back to the 'why' of your customer – why did they purchase?"



Published by
Prentice Hall,

**How to Say it to Sell it:
Key Words, Phrases,
and Strategies to
Build Relationships,
Boost Revenue, and
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