

BOB BROWN | *Service Excellence for Lifetime Loyalty*

In a world where only superior service ensures loyalty are you and your staff armed with the tools, knowledge and service pizzazz to attract, retain customers for life? Or—are you paying the price of mediocre service? Keep your customers from defecting in a heartbeat!

You will learn:

- **The Six Building Blocks of a Service Star**
- **The Art of Respectful Phrasing**
- **The Six Steps of Handling Customer Complaints**
- **The Empathy Tool Box**
- **Service Dazzlers**