



The Tim Parry Johnathan Ball
Foundation *for* Peace

How to Attract & Keep New Customers for Life

15th May 2009



*Beat the
Recession
with
Superior
Service!*

The Itinerary

MORNING

Registration 9.00am | Start 9.30am | Finish at 5.00/ 5.30pm

Session 1 - *Service as Strategy*

- Why the old service techniques are ineffective in today's markets
- How Service creates Differentiation and Competitive Advantage

Session 2 - *The Look and Feel of a Service Winner*

- Leadership Issues
- Organisational Issues
- Cultural Issues

LUNCH: 12.00 to 1.00pm

AFTERNOON

Session 1 - *Customer Experience Management*

- Experience Mapping
- Voice of the Customer
- WOW, Ouch and Recovery Techniques

AFTERNOON BREAK: 3.00 to 3.15pm

Session 2 - *From Ideas to Action*

- Tools and Techniques
- Winning Implementation

Who is the course for?

Company owners, directors, managers and supervisors.

What are the aims?

The aim is to equip participants with an understanding of how to use service excellence and customer experience management techniques to create differentiation and competitive advantage.

By the end of the course, participants will know how they could create a level and style of service that will boost customer loyalty, generate growth, build market share and improve profitability ... even in an economic downturn.

Location

The course will take place at Birchwood Park Estates in their unique amphitheatre.

Birchwood Park Estates
Birchwood, Warrington
Cheshire WA3 6AE

Duration of the course?

One Full Day.

Price

£120.00 per person including lunch.

This course is free to The Foundation's 100 Club members (one member per company).

Trainer - Chris Daffy

Chris has a reputation for providing practical, easy to understand ideas and advice based on experience, research and common sense. His presentations are entertaining, energetic, inspirational and packed with simple concepts that are of immediate value to any organisation.

Contacts

Wendy Parry on **01925 581234**
wendy.parry@foundation4peace.org
or

Clare White on **01925 581208**
clare.white@foundation4peace.org

Registration Form

Please register the following delegate/s *(please use block capitals)*

1st DELEGATE

Name: _____

Company: _____

Position: _____

Email: _____

Address: _____

Postcode: _____ Tel: _____

2nd DELEGATE

Name: _____

Company: _____

Position: _____

Email: _____

Address: _____

Postcode: _____ Tel: _____

*Complete this form and return to Wendy Parry at:
The Peace Centre, Peace Drive, Warrington, Cheshire, WA5 1HQ
or fax to **01925 581233**.*

*Please make your cheque payable to **The TPJB Foundation**.
To request an invoice please email*

wendy.parry@foundation4peace.org