

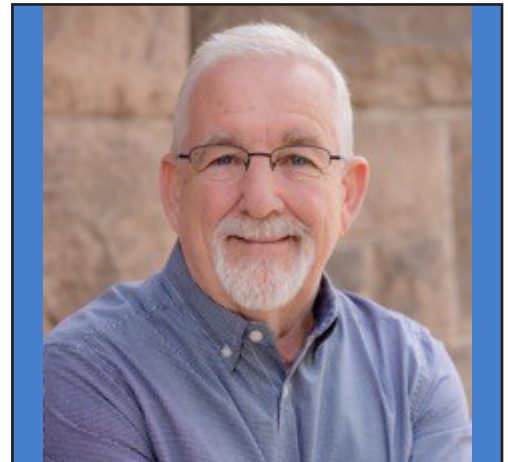


## PRESENTER

MEUW 2018 MANAGEMENT TRAINING PROGRAM

### Session F: Customer Service and Public Relations

Wednesday, October 24, 2018  
Wisconsin Dells



Bob Pecor

#### Seminar Overview

This seminar will look at the importance of providing good customer service. The forces driving customer satisfaction are much more complicated than they appear. It's tempting to assume that if they are customers and don't have problems they are satisfied. Wrong! Satisfaction takes more than that.

To fully "satisfy" a customer you must have strategies to meet common "expectations." In this interactive group presentation, Bob will facilitate discussion, give suggestions and prod for new strategies by which to measure customer satisfaction in every transaction.

#### Who Should Attend?

The Management Training Program provides education to create "home grown" management personnel and is designed for existing managers, midlevel managers and future management prospects. Participants may start at any point in the six-session (A-F) program. MEUW will award certificates to those who complete the program.

Bob is an adjunct faculty member of the University of Wisconsin - Eau Claire Supervisory Management Program and conducts workshops and individual consulting through the Small Business Development Centers at UW-Eau Claire, UW- Stevens Point, UW-La Crosse, UW- Madison and UW-Green Bay.

Bob has pursued a life-long interest in 'why people do what they do' and coaches people both one-on-one and in small groups on leadership, customer service and sales. Bob encourages people to develop the thinking and doing processes needed to improve performance using exercises, workbooks and activities he has developed. Bob has a special focus on helping front line and mid-level managers accomplish company goals by maximizing the performance of those they supervise.

Bob has traveled to 35 states and 4 foreign countries conducting workshops to groups as small as four and as large as 1500.



# MEUW 2018 MANAGEMENT TRAINING PROGRAM

## Session F: Customer Service and Public Relations

Wednesday, October 24, 2018

Registration Deadline: October 12, 2018

Registration: \$275

Register and pay online. [Click Here to Register.](#)

MEUW Members should log in when registering. If you have any questions regarding online registration, email [office@meuw.org](mailto:office@meuw.org).

### Hotel Accommodations

Glacier Canyon Lodge at the Wilderness Resort  
45 Hillman Road  
Wisconsin Dells, WI 53965  
Phone: 1-800-867-9453



### Hotel Block

There is a room block reserved for the seminar.

To reserve a room with the special rate of \$82/night for single or \$99.99/night for double occupancy, attendees should call 1-800-867-9453 and ask for

**MEUW MTP Session F at Glacier Canyon Lodge, Leader #584187.**

The deadline for booking to receive the room block rate is October 9, 2018.

### Directions

<http://www.wildernessresort.com/about/directions>

Location: Glacier Canyon Lodge  
Sandstone 1

- |          |  |
|----------|--|
| 8:30 am  | Registration ( <i>Continental Breakfast</i> )  |
| 9:00 am  | Responsiveness<br>Customers want it...you create it!<br>Customer Service is everybody's job<br>Know your Customers - internal and external     |
| 9:45 am  | Flexibility<br>Your organizational bottlenecks will be revealed!<br>Anticipate all your customer's needs<br>Dealing with difficult customers   |
| 10:30 am | BREAK  |
| 10:45 am | Speed<br>Faster is better, almost always!<br>Faster is usually better - except when it's not<br>Speed is in the mind - you create expectations |
| 12:00 pm | LUNCH  |
| 12:30 pm | Dependability<br>It's about quality of service<br>Developing your public face<br>Failures when we are at fault                                 |
| 1:30 pm  | Customization<br>The reason why customers really buy<br>Value added is the key<br>How to create a "feel good" sense in every interaction       |
| 2:15 pm  | BREAK  |
| 2:30 pm  | Empowerment<br>To get it done right the first time<br>Creating the customer-oriented environment<br>Maintaining community relationships        |
| 3:15 pm  | Evaluation and Action Plan   |

