

**FREE  
CLASS!**

# Delivering Outstanding Customer Service in a Retail Business

Date:

**Tuesday, February 4th**

Time: 9 : 0 0 - 11:00 A M

Place:

**Holiday Inn Express**

**2810 Main St. Red Bluff**

Easy  
Registration  
Form



**Excellent customer service is critical** for increasing sales and profit, employee and customer retention, and sustaining any type of business success. Understanding the nuances of customer service that result in outstanding customer experience is a strategy for success in any business. You will learn the tools to a properly trained team and or staff, improve your customer's experience, and create a more pleasant environment for everyone. Training topics include: Advantages of outstanding customer service (i.e., increase sales, customer retention, theft reduction, client expectations); How to create outstanding customer service (i.e., phone, in-person, virtually); Understanding your customers' wants and expectations; How Outstanding Customer Service leads to improved business bottom line, and Examples of Modeling Practices & Behaviors (i.e., scripts, observation, feedback, reward), and more.

**Please log onto [www.bcsbdc.org](http://www.bcsbdc.org), complete one form per attendee and drop in the mail, or fax to: NEC Small Business Development Center at Butte College ~ 2480 Notre Dame Blvd. Chico CA 95928 (530) 895-9017 (Phone) ~ (530) 566-9851 (fax)**



Presented by

