

Do you want to know how to

# WIN CUSTOMERS AND REDUCE LOST SALES?

Ask

## BILL DRURY

The Indiana County Chamber of Commerce Presents  
**“A Passion for Service” Seminar**

Thursday, March 25, 2010

8:30 a.m. to 12:30 p.m.

Indiana Holiday Inn

1395 Wayne Ave. and Route 422

Customers who encounter poor service tell an average of 11 other people about their bad experience.

96% of unhappy customers never complain about discourtesy, but 91% of them will not buy again from a business that offended them.

68% of customers who stop doing business with a company do so because of perceived indifference - nobody cares.

Courting new business can cost up to five times more than strengthening relationships with current clients.



Indiana County Chamber of Commerce  
1019 Philadelphia Street  
Indiana, PA 15701  
Phone: 724-465-2511  
Web: [www.indianapa.com/chamber/](http://www.indianapa.com/chamber/)



# Indiana County Chamber of Commerce

INDIANA COUNTY

*Growing  
Right  
Here*



1019 Philadelphia Street ♦ Indiana, Pennsylvania 15701-1689  
email: dphenry@wpia.net

## Indiana County Chamber of Commerce presents “A Passion for Service”

On Thursday, March 25, 2010, Customer Service Expert Bill Drury will present a workshop entitled, "A Passion for Service" (How to Win Customers and Reduce Lost Sales). From 1985 till 1990, Drury was the National Training Consultant for the Zig Ziglar Corporation. He speaks, trains, and travels extensively, and has proven to be one of the most effective and entertaining speakers in the industry.

We've heard fantastic feedback about this program! Bill's lively presentations and DVD program instruct over 20,000 people each year! Subjects Bill will cover include: Who really signs your paycheck; Stay motivated; Make a great first impression; Create a vision for service; Communicate respect to every customer; Personalize your service; Listen; Handle the irate customer; Overcome stress and burnout; Handle the ten most difficult customers.

Some Customer Service Facts: 7 out of 10 customers who stop doing business with a company do so because of the way they were treated on the first contact; 96% of unhappy customers never complain about discourtesy, but 91% of them will not buy again from a business that offended them; 97% of all companies never formally train employees in the simple art of customer retention.

Workshop Time: 8:30AM -12:00 noon

Your investment is only:	<u>One attendee</u>	<u>Five or more</u>
Chamber Member Registration	\$89.00 each	\$79.00 each
Non-Member Registration	\$99.00 each	\$89.00 each

**For Registration or information call:  
(724) 465-2511**

“He knows what he’s talking about! He has an excellent style of delivery! Your people and your company will be better off after hearing Bill Drury!”

*Zig Ziglar*

OVER PLEASE

(724) 465-2511

An Affiliate of  Center For Economic Operations

<http://www.indianapa.com/chamber>

Committed To Economic Growth!

Striving for Jobs!

Fax (724) 465-3706

## A Ticket to Hot-Growth Heaven

Dear Chamber Member:

According to Business Week Magazine, CEO's of fast-growth companies say that good customer service gives the best return on the dollar, compared to any other growth strategy.

**FACT:** According to a recent survey by the research group Public Agenda, poor customer service has become so rampant that nearly half of those surveyed said they have walked out of a store in the past year because of it.

**FACT:** 68% of customers who stop doing business with a company do so because of perceived indifference.

**FACT:** Customers who encounter poor service tell an average of 11 other people about their bad experience.

**FACT:** Courting new business can cost up to five times more than strengthening relationships with current clients.

On Thursday, March 25, 2010 we are presenting "A Passion for Service ®." This nationally acclaimed workshop will help your business go to the next level of service excellence.

Workshop Time: 8:30AM -12:00 noon

Your investment is only:	<u>One attendee</u>	<u>Five or more</u>
Early Registration till (date)	\$89.00 each	\$79.00 each
Late Registration till (date)	\$99.00 each	\$89.00 each

The Boss attends free with 5 or more registered

Please fax us right now to reserve your seats at the workshop -- we expect to sell out!

Name \_\_\_\_\_

Business \_\_\_\_\_

Attendees \_\_\_\_\_ (attach list for more)

Phone \_\_\_\_\_ Email \_\_\_\_\_

Voice: 724-465-2511 Fax: 724-465-3706 Email: [dphenry@wpia.net](mailto:dphenry@wpia.net)