

**IE**

# INTELLECTUAL EQUITY

*Training and Consulting*

*Training • Business Plans and Consulting • Project Management • Facilitation*

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## ***EXTRAordinary Service***

*This class can be modified for your specific time and focused needs.*

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~ The difference between ordinary and **EXTRA**ordinary is that little oomph. It means going to the next level, beyond exceeding expectations to anticipating every need of the guest beyond what they would even expect. It means delivering a great experience, on every visit, giving the guest exactly what they want and more.

Those of us in the service business (and by the way, we are all in the service business) must learn to create a memorable event every time we provide a product or service that is personalized. When we can personalize or customize an experience for each individual customer on a consistent basis, we are creating an extraordinary service experience that will keep our customers coming back for more.

In the business world, good customer service often isn't good enough anymore. Customers and clients are becoming increasingly disenchanted with the merely adequate. For them, extraordinary service is the rule, not the exception. Anything less, and they're happy to vote with their feet and their wallets.

That makes extraordinary service necessary, not just desirable. And that, in turn, mandates a strategy to help ensure that your business matches that stand out service standard on a daily basis.

## CLASS OUTLINE:

- **The Importance of EXTRAordinary Service**
- **7 Tips and Ideas to establish and maintain Service Excellence**
- **What's Important to you as a Customer**
- **Keeping Customers for Life**
- **Obtaining Repeat Customers**
- **In Other Words... New ways to say it**
- **When Mistakes Happen**
- **Drawing in the Dream Customer**
- **The 10 Commandments of Great Service**
- **Customer Service Success**
- **Quotations from the Masters**
- **Class Evaluation to share with Host Company**

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