



Creating Extraordinary Customer Service & Client Marketing Strategies

Advanced marketing, customer service and client development strategies to maximize your service revenues and increase customer loyalty.



NEW 2008 PROGRAM!

SEMINAR DATES:

November 10 - 12, 2008
May 11 - 13, 2009



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A Strategic Workshop for Managers Involved in Customer Service Strategy, Marketing Communications and Sales Management

- 1 Create and execute an integrated Marketing and Sales Programs for your company's service-based products
- 2 Learn how to deliver an unbeatable customer-service experience
- 3 Explore advanced methods for branding and 'packaging' your products and services
- 4 Leverage loyalty programs for customer acquisition and retention – designed to a service environment
- 5 Inspire your front-line staff to carry the message



Creating Extraordinary Customer Service & Client Marketing Strategies

Seminar Date:

November 10 - 12, 2008

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PUBLIC SEMINARS | MARKETING & SALES



About This Seminar

In today's service-based economy, many marketing and sales leaders are responsible for packaging and promoting "SERVICE-BASED" products.

How can you ensure a service marketing edge?

Creating Extraordinary Customer Service & Client Marketing Strategies is designed for managers in all industries with responsibility for creating and executing marketing plans in service organizations.

This is a hands-on learning process. During the course you will create frameworks to position and market your services to ensure an extraordinary service delivery experience for your customers.

Creating Extraordinary Customer Service & Client Marketing Strategies goes beyond service innovation, to building an unbeatable service culture and supporting marketing strategy. Enroll today!.

Increase Your Service-Based Revenues!

If you sell or market service-focused products, register today for our next session. Enroll online at www.seec.schulich.yorku.ca, or fax your registration on back.

Who Should Attend

- Marketing, Sales and Customer Service heads responsible for developing Integrated Service Marketing and Sales strategies
- Client Service Directors and Account Specialists
- Division Managers and Directors who are responsible for overseeing customer satisfaction and client service activities
- Business Owners, Vice Presidents and Regional managers responsible for Business Branding and Corporate Planning

What You Will Learn

- 1 The keys to creating, implementing and sustaining a winning service marketing strategy
- 2 How to identify your true uniqueness in the marketplace
- 3 How to deal with the challenges faced by service marketing organizations
- 4 How to integrate Marketing, Operations and HR strategies for sustained success
- 5 Methods for creating an extraordinary service delivery experience
- 6 Management techniques for inspiring front line staff to go "above and beyond" in delivering the brand promise
- 7 Powerful service recovery techniques to retain customers

■ Program Content

Your Positioning Strategy Framework in Service Industries: The Foundation

- Understanding your customers' needs, wants and perceptions
- Establishing your key point of service differentiation
- Creating the service offering** – core product and supplementary services
- Clearly defining the value you add for your customers
- Integrating loyalty programs** into the service marketing strategy

Challenges to Address in Packaging & Marketing Your Services

- The differences between marketing services vs. products
- **Intangibility** – making an intangible experience more tangible for customers
- **Inseparability** – services are produced as they are consumed
- **Perishability** – balancing supply with demand given that service capacity cannot be stored in inventory
- **Quality control** – ensuring an extraordinary customer experience

Service Operations Strategy: Developing Your Blueprint

- Creating a **detailed blueprint** of the service delivery process
- Identifying opportunities to add value** for customers
- Analyzing **the process flow** for potential fail points
- Building the partnerships required to create service excellence

Employee Leadership & Coaching Strategies That Support Your Service Vision

- Clearly defining the role of all service administration team members
- Identifying and recruiting the most appropriate employees/partners
- Creating brand champions through effective staff training programs
- Establishing service coaching, mentoring and support systems**

Creating Extraordinary Customer Service Strategies

- Harnessing customer feedback to fuel innovation**
- Drawing energy and enthusiasm out of your front line staff

- Staying focused on customers' priorities
- Creating effective service recovery strategies
- Managing the service environment

Establishing a Winning Culture That Ensures Service Success

- Integrating Marketing, Sales and HR**
- Modeling appropriate performance and behaviour
- Measuring results and rewarding excellence

This Workshop is Ideal For Any Service-Based Company Including:

- Financial Services, Insurance & Banking Consultants and Professionals**
- Technology & IT Service Providers**
- Marketing & Sales Agencies**
- Engineering & Project Management Services**
- Manufacturing, Transportation & Logistics Services**
- Building & Construction Services**
- Health & Medical Services**
- International Business Services**

Your Instructor Profile

Joe Fayt, MBA

- Joe is one of Canada's most accomplished service marketing professionals, with over 20 years of experience in marketing, sales and client servicing. He completed his MBA at Wilfrid Laurier University in 1993. Joe is currently a Marketing Instructor at the Schulich School of Business in the MBA program, and also conducts corporate training programs.
- Joe has extensive senior-level experience working in client servicing environments. He served as a Group Manager with the Air Miles Reward Program, managing relationships with major clients including Shell Canada, Telus, BCTel, Stentor and Boston Pizza.
- Joe later served as a Group Account Director at Carlson Marketing Group, and VP of Business Development for Mosaic Direct and Interactive. During his tenure, he created and implemented major service based customer campaigns for British Airways' "Executive Club", and for the TD Canada Trust "Service Plus" loyalty program.

3 WAYS TO REGISTER:



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NEW PROGRAM BOOK EARLY!

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MAIL to
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Please check desired session: **November 10 - 12, 2008** **May 11 - 13, 2009**

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COURSE TUITION & DETAILS

Program tuition: \$2095.00 + 104.75 (GST) = \$2199.75. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations. **Special Team Savings: Save \$150 each** when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates and speakers are subject to change. York's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 14 days in advance of the seminar start date. Late transfer requests, less than 14 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 14 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 14 days prior to the seminar will be subject to a \$500 administration fee. Non-attendance will incur full seminar tuition cost. GST# R119306736.

Call us at **(416) 736-5079**, or toll free **1-800-667-9380**, or email: exceedinfo@schulich.yorku.ca

COURSE LOCATION(S)

November Session: November 10 - 12, 2008
May Session: May 11 - 13, 2009
9:00 am - 4:30 pm each day
The Miles S. Nadal Management Centre
222 Bay St., 5th Floor, Ernst & Young Tower
Toronto, Ontario M5K 1K2

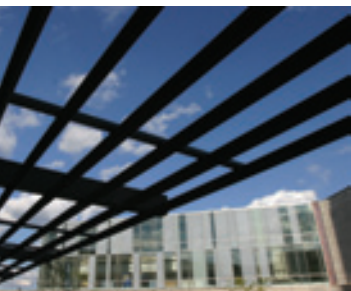
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