



We exist to serve others so they may better serve the world. <sup>SM</sup>

## *7 Principles to Fully Engage Your Customers*

### **Workshop Title:**

7 Principles to Fully Engage Your Customers

### **Purpose:**

Provides participants with a clear understanding of how to implement and reinforce exceptional service delivery.

### **Workshop Overview:**

This workshop is designed to explore ways to use the 7 Principles of EngageMe. The 7 Principles will be reviewed and emphasis will be placed on how to deliver and sustain exceptional service.

### **Learning Topics:**

- Principle 1 Be eager to serve
- Principle 2 Be welcoming
- Principle 3 Create an inclusive atmosphere
- Principle 4 Create a total experience
- Principle 5 Turn customers into ambassadors
- Principle 6 Offer a gracious goodbye
- Principle 7 Earn your customers' confidence...reap the rewards

### **Target Audience:**

Managers, Supervisors, Line Employees

### **Duration:**

Available as a Keynote Address (1 – 2 Hours)  
Available as a Half-Day Workshop (3 – 4 Hours)

