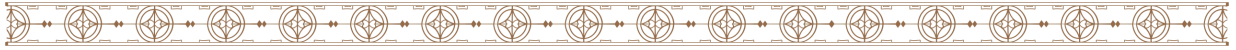
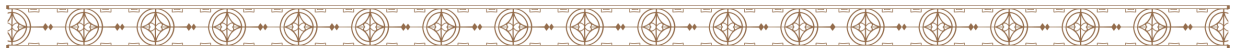


**Whether you are a line employee or a veteran leader, this world-class training event will boost your ability to deliver exceptional service.**



**Presents Customer Service Training**  
**Featuring *Dr. Bryan K. Williams***



**Reserve your space at this great training event today!**

***\*\*Choose the class that best fits your schedule.\*\****

**Work Like You Own It!  
(Morning Session)**

**August 11, 2010  
8:30AM - Noon**

**Work Like You Own It!  
(Afternoon Session)**

**August 11, 2010  
1:30PM – 5:00PM**

**Both training events will take place at The Shawnee Inn & Golf Resort**

One River Road, P.O. Box 67  
Shawnee on Delaware, Pennsylvania 18356  
[ShawneeInn.com](http://ShawneeInn.com)

*Presented in conjunction with B. Williams Enterprise, LLC*

## **Come join us!**

On August 11<sup>th</sup>, The Shawnee Inn and Golf Resort will offer training on how to provide world-class service. Local businesses will have the opportunity to send their staff to the legendary hotel and be trained by Dr. Bryan K. Williams.

Mr. Williams is a world-renowned trainer and consultant, who has conducted customer service and leadership training sessions for over 100 companies in different industries. He is the former global director of training for the Ritz-Carlton Hotel Company, and is very passionate about service.

Local businesses will have the opportunity to register their staff to attend “Work Like You Own It! Six Habits of Service Superstars”. Bryan will educate, inspire, and challenge everyone in attendance to take action and immediately apply the principles from the class. “I look forward to returning to the beautiful Shawnee Inn and Golf Resort to provide this training to the community. Last year’s sessions were incredible and I expect nothing less from this year’s workshops. This training event is ideal for any business that is committed to serving their customers in an exceptional and memorable way”, said Dr. Bryan K. Williams.

## **Over 100 companies can’t be wrong**

Bryan has conducted training for multiple companies in industries such as:

- Hotels
- Restaurants
- Healthcare
- Banking
- Spa
- Retail
- Aviation
- Photography
- Real Estate
- Education

## **Continuing support**

Unlike many other training seminars, we will provide continuous support after the conference ends. If you have a question after the sessions are over, just contact B. Williams Enterprise, and a representative will respond promptly. *B. Williams Enterprise contact information will be given at the training sessions.*

## **Course Description**

**Workshop Title:** Work Like You Own It! Six Habits of Service Superstars

**Purpose:** To review the mindset, habits, and skills for line staff to work with a sense of ownership.

**Workshop Overview:** This session will review the work habits and approach to service that world-class employees have. Special emphasis will be placed on five habits of service superstars. All attendees will leave this session with practical and applicable tools/concepts to use immediately.

**Learning Topics:**

- Habit 1      How (and who) will I wow today?
- Habit 2      Identify customer preferences
- Habit 3      Give teammates recognition
- Habit 4      Be an ambassador
- Habit 5      Personal service standards
- Habit 6      Complaint ownership

**Target Audience:** Managers, Supervisors, Line Employees. Anyone who directly serves the customer will benefit from this dynamic course.

**Instruction Method:** Interactive lecture / discussion, Individual activities, Small group activities



# THE SHAWNEE INN

AND

## GOLF RESORT

**Presents Customer Service Training**  
**Featuring *Dr. Bryan K. Williams***

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Work Like You Own It!</b><br>(Morning)<br><b>August 11, 2010</b><br>8:30AM – Noon<br>(#100567) | <input type="checkbox"/> <b>Work Like You Own It!</b><br>(Afternoon)<br><b>August 11, 2010</b><br>1:30PM – 5:00PM<br>(#100568) |
|--|--|

**Pricing for all sessions:**  
**Early Bird Fee (If purchased by July 27, 2010)**  
**\$95.00 per person**  
**\$90.00 per person (if 4 or more register)**

**Standard Fee (July 28 - August 10, 2010)**  
**\$105.00 per person**  
**\$99.00 per person (if 4 or more register)**

***Please fax this form to: 1-240-206-8493 OR***  
***Scan & Email this form to: [info@bwenterprise.net](mailto:info@bwenterprise.net)***

Three easy ways to register...  
**On-line:** Enroll on-line at  
<http://worklikeyouownit.eventbrite.com>

**By e-mail:** [info@bwenterprise.net](mailto:info@bwenterprise.net)  
 \*You can complete, scan, and email this page OR send an email with the following information:

- Name of attendee(s)
- Session(s) you wish to attend
- Approving manager
- Billing information

**By fax:** 1-240-206-8493

Whatever your method of registration, be sure to enroll right away since space is limited.

**Payment Information (Please pay before the conference)**

Name as it appears on the credit card \_\_\_\_\_  
 Charge to:  MC  Visa  AmEx  Discover  
 Card #: \_\_\_\_\_ Exp date: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Total amount to charge: \_\_\_\_\_ Euros

*Payment will not be accepted at any of the training sessions.*

Mr./Ms. \_\_\_\_\_  
 Name and Title \_\_\_\_\_ Program # \_\_\_\_\_

E-mail Address \_\_\_\_\_

Mr./Ms. \_\_\_\_\_  
 Name and Title \_\_\_\_\_ Program # \_\_\_\_\_

E-mail Address \_\_\_\_\_

Mr./Ms. \_\_\_\_\_  
 Name and Title \_\_\_\_\_ Program # \_\_\_\_\_

E-mail Address \_\_\_\_\_

Mr./Ms. \_\_\_\_\_  
 Name and Title \_\_\_\_\_ Program # \_\_\_\_\_

E-mail Address \_\_\_\_\_

*Please list additional registrations on a separate sheet and attach.*

Mr./Ms. \_\_\_\_\_  
 Approving Supervisor \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

## Important information

*\*If you prefer to speak with someone by phone...*

- **For training event information: Call Bryan Williams at 240-401-6958.**
- **For resort information: Call the resort's reservation department at 1-800-742-9633 ext 1414.**

**Registration:** Our registration table will open 30 minutes before the start of each training session. When you arrive at the hotel, please check the directory for the exact location of the event. Our registrars will greet you and assist with your registration. Although your name will be on the registration manifest, please bring a copy of the confirmation document. *If you register online, you will receive a confirmation email. If you register via fax or email, a confirmation email will be sent to you within 48 hours.* If your confirmation email does not arrive before the training session, be sure to go anyway. We will be expecting you. Your name should still be on our records. Please take the opportunity to meet other professionals from your local area. Plan to be registered and ready for the training at least 10 minutes prior to the start time.

**Food and Beverage:** Light refreshments will be served for all training sessions. You may also choose to dine on your own at one of the resort's great restaurants.

**Tape recording:** The training sessions – both what you see and hear – are fully copyrighted by B.Williams Enterprise, LLC. No audio recording or videotaping, please.

**Cancellations and substitutions:** Cancellations received up to five business days before the training session are refundable, minus a \$10 registration service charge. After that, cancellations are subject to the entire conference fee. Please note if you do not cancel and do not attend, you are still responsible for payment. Substitutions may be made at any time.

## Testimonials...

"Bryan's presentation on engaging the customer is brilliant. It has changed the way we train our employees and conduct our business. The ideas he offers are extremely easy to implement and result in loyal, returning customers. Thank you Bryan!"

**Maurita & Bob Elias**  
**The Woodhouse Day Spa (Kingston, PA)**

"Bryan Williams is an excellent consultant! Bryan brings a very new and fresh approach to customer service. He has provided us with several easy to implement strategies to improve our service. He has made a huge impact on our staff, and we are already seeing increases in our customer satisfaction scores."

**Golden Bethune**  
**Riverside Regional Medical Center**

"Bryan Williams was the perfect partner to assist us in raising the service levels at our resort. He is energetic, direct and offers solutions that are easy to implement.

He helped us incorporate our vision, mission and core values into our pursuit of world class service. In our journey to provide excellence in everything we do, we found it in Bryan Williams."

**Rob Howell**  
**Shawnee Inn & Golf Resort**

For more information on Bryan K. Williams,  
please visit:  
[www.bwenterprise.net](http://www.bwenterprise.net)  
[www.engagemenow.com](http://www.engagemenow.com)

"Every person within our organization was able to grow both personally and professionally from his service excellence course. Months later, we continue to use his approach and tactics when discussing ways to enhance the customer experience."

**Jacob Johnson, PREM Group**  
**Commercial Real Estate**

"Seven Principles to Fully Engage Your Customers was a perfect presentation for our branch staff. Bryan Williams did a great job of presenting the material. He was funny, energetic, and accomplished his goal of showing us how to create a culture of service excellence."

**Cathy Callahan, ESSA Bank & Trust**