

# *The Six Secrets of World Class* **Resident/ Patient Satisfaction**™

## **MISSION:**

To create a long-term sustainable competitive advantage through Service Excellence

## **YOU WILL LEARN HOW TO:**

- ▶ Engage and Empower everyone to deliver loving compassionate service.
- ▶ Identify your patient's expectations and, by satisfying them, create lifetime customer loyalty.
- ▶ Read and respond to your customers' hidden needs through the power of non-verbal communication.
- ▶ Understand the real reasons customers complain and how to practice the Service Recovery Golden Rule "mess-up, fess-up and dress-up."
- ▶ Tap into your personal power to win over the most difficult customer.
- ▶ Empower co-workers to provide exceptional customer service by using the "Greatest Management Principal in the World."
- ▶ Gain a competitive advantage with the "Power of Excellence" in your professional career and personal life.
- ▶ Gain commitment, ownership and buy-in from every employee, every time, no exceptions.

## **SEMINAR ATTENDEES SAY IT BEST:**

"Brian is the Norman Vincent Peale of Customer Service."

– Debbie Wagner

"It was a wonderful presentation. The importance of customer service - things that aren't important to you may be significant to others."

– Syed Haq, Programmer, Empire Medicare Services

"Today's presentation was an excellent blend of common sense and enthusiasm. It takes one of our core values/objectives and provides us with a doable action plan."

– Julie Riddick, Clinical Resource Mgmt, Emanuel, CA

"Brian Lee CSP was the #1 rated customer service speaker in the world for two consecutive years."

– International Customer Service Association



Brian Lee CSP  
Healthcare's  
Mr. Loyalty

