

Lisa Ford: Presentation Topics

Why Customer Service Is NOT Enough

This is a presentation on why customer service alone will not lead to long term survival. Everyone has read the books, many businesses have pledged fidelity to its customers but few have implemented actions that match their attitude. And most efforts are faint hearted, gimmicky or off the mark. Today's organization must focus on *the customer experience* and retention with renewed energy. This speech is a combination of content, examples and motivation. The challenge is to get customers to love your products, services and people. *The audience will learn the tough questions to make needed improvements.* Lisa relates statistics, strategies and stories so the audience leaves with skills and the desire to win and keep customers.

Create A Customer Service-Focused Culture

Face it—front-line customer service is a tough job. One of the biggest challenges is keeping your team inspired and motivated every day. Learn what works when it comes to inspiring exceptional service and creating loyal customers. This session will cover the environment you must create to encourage a strong, *engaged* team, your role in modeling the right behavior and the strategies to maintain the right service attitude. Other hands-on information includes how to hire the right team member to start, how to *train staff who are* emotionally equipped to handle front-line intensity, and what to discuss at team meetings to *maintain* momentum. *Lisa will also deliver ideas on service standards, using empowerment correctly and managing today's generation of team members.*

How to Lead a Team

The competition may be able to copy your products or services, but they cannot copy your team. This session will give you the strategies that will set your team apart from the rest. The ideas covered are: how leaders guide success; what the best organizations do; create trust to gain respect; develop operating agreements to ensure accountability; and get the team to make their own decisions. Lisa will also cover the characteristics of a successful, *engaged* team member and how to reward and recognize each team member to keep the motivation high and the team on track.

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Everyday Excellence

The best way to survive in today's fast moving and changing workplace is to be *better and smarter every day*. You must examine what value you add to the organization and you team. This session covers how individuals must make a difference and increase their results daily. People will learn to understand and love change, take risks and action to make things happen. Lisa shares questions to identify what value you add and create an action plan to increase your value. You will also hear how to *create your own luck and success and maintain an attitude of energy and enthusiasm*. Today's world is one where everyone must accept that we are all "self-employed". Lisa will give people a chance to laugh and learn while accepting the new reality.

Create a Culture of Engagement

To build a business, you must have a *focused and engaged team*. Your team makes the difference with your customer, your daily results, growth, innovation and profitability. As a leader, your actions set the tone for a productive, upbeat and customer focused business. Employees want to be engaged, connected contributors. Lisa will deliver strategies on how you can *take your business to the next level* for your employees and customers. You will learn what to give employees so they can *perform at extraordinary levels* and how to use empowerment and recognition to create engagement. Lisa will also discuss the fundamental drivers of engagement to start doing immediately.