



Customer Service Webinars

**Webinars Taught by Mark Neely, Mark Neely Seminars
All Webinars offered 11:00am Eastern Standard Time*

Internal Alignment: The Necessity of Working Together Date: Tuesday, August 17th, 2010 Sign us up! Cost: \$150

- What are 3 common complaints that Customer Services makes about Sales?
- What are 3 common complaints that Sales makes about Production?
- What are three common complaints that Production makes about Sales?
- What are 5 goals common to Customer Service, Sales and Production?

Here we will explore how we can more effectively pursue our own goals as well as the common goals we have with others if we take a broader, leadership-based approach to our work lives. We will discuss the challenges of working plant-to-plant as well as department-to-department. Ideas will be shared on how to effectively break down the barriers to cooperative effort. Emphasis will be placed on individual responsibility for building a Culture of Cooperation.

Finding the Real Cost to Mistakes Date: Tues. Sept. 28, 2010 Sign us up! Cost: \$150

- What does it cost your own company when you are late by 5 hours in delivering to your customer?
- What does it cost your customer?
- Who, within your customer's organization is affected when you are late by 5 hours?

This webinar will look at the sensitive issue of non-compliance as it is felt and understood by the customer. For service professionals who are confident enough to look at their own and their company's imperfections, understanding of this concept will separate them from their competition in a way that builds customer trust. Learn how to use this understanding as a way to move through the process of building, in a non-judgmental way, greater efficiency. *A pre-webinar questionnaire will be offered to participants which will help solidify the learning points during the session.*

Researching the Customer Date: Tuesday October 26, 2010 Sign us up! Cost: \$150

- When a sales person shows up for a first meeting with a prospect and demonstrates that he/she knows virtually nothing about that prospect's company, how does the person he/she is dealing with view that sales person?
- Create a matrix of interaction between the individuals in your company and the individuals in one of your existing customers. Who do you deal with? Who do others in your plant deal with in your customer's organization?
- Take a new customer that your team has just landed and describe the kind of business they are in, who they sell to and who their competition is.

What do you need to know when it comes to helping the customer to succeed? It is essential to understand the values, challenges, interests and objectives of the companies we work with. We will identify various ways in which a service representative can learn about customers, prospects and whole industries so as to be better prepared as well as to be immediately perceived as informed and professional by the customer.

AMOUNT ENCLOSED/TO Charge _____

Registration is by location. Each location needs to have a speaker phone, a computer with internet connection, and a monitor or projection screen viewable by all.

Name(s): _____

Company: _____

Street Address: _____

City: _____

State: _____ Zip: _____

Method of Payment:

Sign up for all three and pay \$400!

Credit Card Check (made payable to AICC)

Type of Card: _____

Card Number: _____

Name on Card: _____

Expiration Date: _____

Signature: _____

