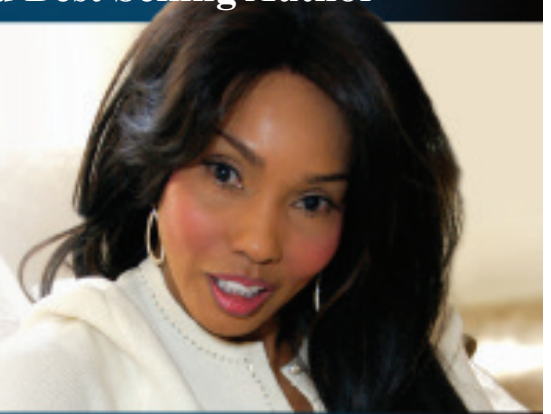


National Thought Provoking Speaker and Best Selling Author

Elma  
HAIRSTON



Customer Service -The Brand Differentiator™

Dynamic Images International LLC is a world class innovator in the customer service space whose training is industry driven and customer centric, creating memorable moments for your customer. Customer Service techniques are strategically planned and deliberately executed over 3, 6, or 12- weeks, four hours per week, pre-and post-workshops learning, reinforcement and coaching to ensure lasting results. Customer Service is positioned as a profit center and is as important to your brand as other identifying characteristics that define your company in the hearts and minds of your customers. Your customer service team will execute with confidence and understand their role in differentiating your organization's brand.

## Customer Service Reflected from the Inside Out

*Define, Deliver, Develop, Determine, Deference*

### Participants will learn:

- Define - the customer need
- Deliver - high quality customer service
- Develop - lasting relationships
- Determine - when to transfer
- Deference - the customer is a priority



### Plus, participants will learn:

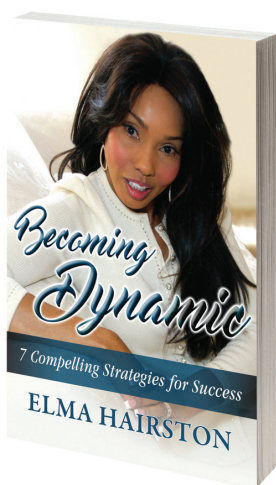
Project Driven Customer Service • Call Center Customer Service  
Internal/External Customer Service • Person to Person Customer Service

**Why Settle For Good, When You Can Become Dynamic!**

# Essentials for Creating a Company Culture of Excellence in Customer Services

## Training Includes:

- Twelve (12) Two-hour modules
- How to make everyday “a great day”
- Becoming a change agent
- The role of fear
- Empower the customer and create memorable moments
- Telephone Etiquette for customer service
- The power of your voice
- Greetings and closes that get results
- De-escalation Techniques
- Creating a voice that smiles
- Active Listening
- The role of verbal and non-verbal communication
- Dress for your industry
- Business Relationships “the heartbeat of customer service”



## BOOK ELMA FOR YOUR NEXT TRAINING!



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336.905.6536



## *Did you Know?*

- \$62 billion lost each year due to poor customer service
- 67% of customers are serial switchers due to poor customer service
- 72% of customers will spend 16% more due to a positive experience
- A decrease in customers lost by 5% increase profits 25%
- New customers cost 5x's the cost of retaining existing customers

*Forbes Magazine, 2018*

## Why Customer Service Training?

*If it is your desire to have your company be a formidable player in your respective industry, then fine tune the customer experience and create a world class customer service team who retains existing customers, gain new customers and increase profits, while differentiating your company brand.*

**Why Settle For Good, When You Can Become Dynamic!**