

The Art of Giving Great Service

Insights from ZingTrain - A Four-Hour No-Cost Workshop

Discover an enriching no-cost workshop presented by ZingTrain, renowned for its expertise in business management and customer service training. Attendees will acquire practical skills tailored to address regional challenges, fostering immediate applicability to their businesses. The interactive format encourages active participation through engaging activities and discussions. Investing in professional growth has never been easier, with valuable insights and strategies at your fingertips. Register now to secure a spot and enhance your business skills!

Teach it:

Building a
Common
Understanding

Define it:

Zingerman's
Recipes for
Great Customer
Service

Live it:

Everyone's Role
in Great Service

Measure it:

Zingerman's
Key Service
Measures

Reward it:

Recognition of
Service Success

In this workshop, we'll delve into essential topics such as Appreciation Exercises, Extra Mile Brainstorming, Handling Complaints through Role-Play, Mastering the Stages of Learning a Skill, Harnessing the Power of Language, and Elevating Service over the Phone. Join us as we explore 'The Art of Giving Great Service' together!

By the end of this session, participants will be able to:

- Adapt Zingerman's renowned customer service approach to their own business or organization.
- Utilize innovative tools and techniques, including role-plays, to strengthen internal customer service initiatives.
- Access a supportive network of peers to overcome challenges and obstacles effectively.

June 17, 2024 - One workshop, two locations. No-cost to attend, but must register due to limited seating.

Marion - Kokopelli Golf Club

Registration 8:00 a.m.

Workshop from 8:30 a.m. - 12:30 p.m.

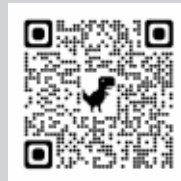
Register at: bizhelp.siu.edu

Murphysboro - 17th Street Warehouse

Registration 3:30 p.m.

Workshop 4:00 p.m. - 8:00 p.m.

Register at: bizhelp.siu.edu



For more information call 618-536-2424.



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