

# The dynamic morning seminar 'The psychology of customer service' in Johannesburg and Cape Town

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Dr Brian Jude of Dynamic Seminars will be presenting his incredibly popular morning seminar in Johannesburg and Cape Town. At only R695.00, this could be your best investment in 2014.



Dr Brian Jude

Why are customer service levels in South Africa continuing to slide? Is it that there is so much business going around, that we can afford to treat customers like second-hand goods? Hardly! The opposite is true and we need to optimise every contact with customers to thrive and not just survive.

This seminar will show you how to improve service levels easily and quickly. The customer is king or queen. We just have to know how to make them feel that this is true. A *must* for all businesses today. Bad service is chasing customers away and eroding profits.

This seminar explores the do's and don'ts of superior customer service. What customers love, and what they loathe... What customers perceive as being good service, and what sends them dashing off to our competitors. You will leave the seminar with the

tools required to deliver great service immediately.



With over 96,000 delegates trained to date, and a 30 year history of providing quality training, designed and written in South Africa for our own very unique market, we can promise you that you will be blown away. Only R695.00 per person, VAT included.

Book now as space is limited.

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