

## Leading Take Their Breath Away Service

Imaginative service can occur without great leadership; all organizations have associates who work to give great service simply out of the belief that customers deserve their best. But to ensure that the customer experience is innovative across an entire organization requires the guiding hand of skilled, passionate leaders. Look behind the scenes of organizations renowned for imaginative service—the ones with true business growth even in tough times, not just growth through acquisitions—and you will find leaders whose behaviors and practices nurture the spirit to serve. Based on Dr. Chip Bell and John Patterson's book, *Customer Loyalty Guaranteed*, attendees gain insights, instruction and the incentive to lead associates in delivering take-their-breath-away service. Framed around a practical formula and laced with riveting great examples, this workshop can jump start leaders' passion and reset their practices for transforming mediocre service into sustainable imaginative service.

The program can be delivered by Chip, John or the Chip Bell Group trainers. Additionally, a complete trainer package is available for in-house delivery by your trainers. The trainer package includes a detailed trainers guide, master file for participant workbooks, assessment instrument, and a CD containing slides, videos and wall charts.



Leading Take Their Breath Away Service Resource Kit