



Platinum Service: Mindful, Memorable & Meaningful

Program Overview:

Creating a positive, memorable service experience, one that causes your customers to keep coming back...that is the competitive Platinum Edge we are looking for in business today. Discover actionable strategies for how to work more collaboratively with others, while realizing how to better influence and manage emotions during an exchange. Learn and apply key skills to effectively handle difficult service interactions and achieve more productive and positive relationships.

Learning Outcomes:

- Recognize what customers truly want from a service interaction and discover what specific strategies can be demonstrated to exceed customer needs and desires.
- Enhance communication skills needed for building loyal relationships by actively and patiently listening, controlling our urge to talk more than we should, and understanding how each method of communication impacts the service interaction differently.
- Understand why emotions matter, the four core abilities in emotional intelligence, and how to better influence and manage emotions during an interaction.
- Develop skills to effectively work through difficult service experiences, using the L.E.A.R.N. method.

Biography:

Tracy Butz, owner of Think Impact Solutions, is an inspirational keynote speaker, captivating author and successful consultant. She has more than 20 years of experience actively engaging both large- and small-size audiences including the US Army, Motorola, Shopko and Subway, just to name a few. Her reputable experience includes working 10 years as Director of Learning & Development, where she was accountable for talent management and employee development. Tracy also proudly holds the Certified Speaking Professional™ (CSP) designation, which is the highest honor in the speaking profession, held by only 12 percent of speakers worldwide. Tracy truly delivers the tools for today's world, helping to further engage employees, energize workplace culture, and empower high performance.