



creator of



introduces . . .

# “Every Customer Counts™” - A Customer Handling Workshop

## Why You Should Attend

It takes hundreds if not thousands of dollars to acquire a new customer. Money is thrown away when we misread or mistreat a prospect or customer. Let us train your people to save money and capture customers. Learn how to “read” your customers’ behaviors, along with the prior 400,000 participants in 46 states and 14 countries.

EC<sup>2</sup> is a course designed to align the needs of your customers and employees. It is now more important than ever that you provide the fastest response and the highest quality of service to your customers. It is paramount that your employees treat every customer individually with cordiality, concern and respect.

## Participants’ Experience

- ◆ A mutually beneficial interactive seminar
- ◆ Immediate reinforcement with real-life examples
- ◆ Role-playing for long-term results

## Who Should Attend

- ◆ Sales & Business Development Professionals; Managers; Customer Service Agents; Directors; Clerks; Receptionists; Cashiers
- ◆ Individuals wanting to learn more about themselves – especially in conjunction with their communication with others

## What You Will Learn

- ◆ What customers really want when they contact us - thus the philosophy behind EC<sup>2</sup>
- ◆ The benefits & differences through identifying 4 mental stress states – each associated with shades & colors
- ◆ How to build rapport, spawn relationships and communicate with each behavioral style
- ◆ Your own behavioral style and back-up tendencies - through taking a confidential, behavioral styles profile

## Plus You Will Get the Following Bonus Benefits

- ◆ Training by certified, tenured professionals
- ◆ Live demonstrations of “best-in-class” communication exchanges
- ◆ Intensive small group learning
- ◆ Follow-up with monthly newsletter

## Workshop Details

- ◆ **Seating is limited** for optimized learning

- ◆ **Location:** PCS-Global’s Training Center  
141 N. Center Street - Suite 202  
Northville, MI 48167

- ◆ **Dates for 2008:**

March	May	July	September
16-17	18-19	20-21	21-22

Mon. 1pm - 8pm (includes dinner); Tues. 9am – 4:00pm (includes lunch)

- ◆ **Price:** \$399 per day (includes all training materials and group meals)  
Major credit cards accepted

## PCS-Global



141 N. Center Street, Suite 202  
Northville, MI 48168

## How to Register

Telephone: 888-481-8771 • E-mail: [info@pcs-global.com](mailto:info@pcs-global.com) • Online: [www.pcs-global.com](http://www.pcs-global.com)

Ask us about “When Talk Ain’t Cheap” phone skills training following this seminar