



The Tim Parry Johnathan Ball  
Foundation *for* Peace

# How to Attract & Keep New Customers for Life

20th March 2009



*Beat the  
Recession  
with  
Superior  
Service!*

# The Itinerary

## **MORNING**

Registration 9.00am | Start 9.30am | Finish at 5.00/ 5.30pm

### **Session 1 - *Service as Strategy***

- Why the old service techniques are ineffective in today's markets
- How Service creates Differentiation and Competitive Advantage

### **Session 2 - *The Look and Feel of a Service Winner***

- Leadership Issues
- Organisational Issues
- Cultural Issues

## **LUNCH: 12.00 to 1.00pm**

## **AFTERNOON**

### **Session 1 - *Customer Experience Management***

- Experience Mapping
- Voice of the Customer
- WOW, Ouch and Recovery Techniques

## **AFTERNOON BREAK: 3.00 to 3.15pm**

### **Session 2 - *From Ideas to Action***

- Tools and Techniques
- Winning Implementation

## **Who is the course for?**

Company owners, directors, managers and supervisors.

## **What are the aims?**

The aim is to equip participants with an understanding of how to use service excellence and customer experience management techniques to create differentiation and competitive advantage.

By the end of the course, participants will know how they could create a level and style of service that will boost customer loyalty, generate growth, build market share and improve profitability ... even in an economic downturn.

## **Location**

The course will take place at Birchwood Park Estates in their unique amphitheatre.

Birchwood Park Estates  
Birchwood, Warrington  
Cheshire WA3 6AE

## **Duration of the course?**

One Full Day.

## **Price**

£120.00 per person including lunch.

This course is free to The Foundation's 100 Club members (one member per company).

## **Trainer - Chris Daffy**

Chris has a reputation for providing practical, easy to understand ideas and advice based on experience, research and common sense. His presentations are entertaining, energetic, inspirational and packed with simple concepts that are of immediate value to any organisation.

## **Contacts**

Wendy Parry on **01925 581234**  
wendy.parry@foundation4peace.org  
or

Clare White on **01925 581208**  
clare.white@foundation4peace.org

# Registration Form

**Please register the following delegate/s** *(please use block capitals)*

## **1st DELEGATE**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_ Tel: \_\_\_\_\_

## **2nd DELEGATE**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_ Tel: \_\_\_\_\_

*Complete this form and return to Wendy Parry at:  
The Peace Centre, Peace Drive, Warrington, Cheshire, WA5 1HQ  
or fax to **01925 581233**.*

*Please make your cheque payable to **The TPJB Foundation**.  
To request an invoice please email*

**wendy.parry@foundation4peace.org**