



## Keys To Make The Register Ring™

Making customers happy gets harder every day. Happy, satisfied customers do business with us again and tell those they know to call us when they have a need for the materials and supplies we sell. To be successful today, you must know how to make the register ring.

**This one day seminar will show the entire front line team:**

- ✔ What is Supreme Quality Service© and how do you provide it.
- ✔ Learn the questions to ask to make your job more fun and less stressful
- ✔ How much time can you save your customers by asking one question?
- ✔ How to show your customers the importance of financing, how things are purchased today.
- ✔ Why marketing isn't a department, it's an on-going attitude.
- ✔ What's the best way to handle incoming calls?
- ✔ Keys to telephone success.
- ✔ Why customers want the benefits that you provide.
- ✔ 10 keys to handling customer complaints.
- ✔ How to defuse an angry customer.
- ✔ Learn the unique benefits that only your company can provide.
- ✔ How to help your customers turn "information only" calls into service calls or solid leads.
- ✔ Learn how to provide the level of value today's customers demand.
- ✔ Discover how to motivate stubborn customers.
- ✔ Words create the right pictures in your customer's mind.
- ✔ How to score extra points with your customers. And MUCH, MUCH MORE!