

# CUSTOMER FOCUSED COMMUNICATION



OUR GOAL IS TO HELP INCREASE YOUR SALES AT A PROFIT

***“Your communications process is perfectly designed to give you the results you have been getting”***

If you want to improve your results, you need to improve your process. Period. *Your Customer-Focused Communication* workshop facilitator, Rick Fink, defines “insanity” as “doing things the same way as your competitors and expecting to beat them!”

In *Customer Focused Communication* you’ll learn how to stand out from the competition and reach and influence your prospects, customers, and co-workers in creative and effective new ways.

With *Customer Focused Communications* you will;

- Break through today’s communication clutter
- Talk to the customer in his/her language
- Become a business partner in your client’s eyes
- Get more appointments...get more respect
- Communicate more effectively with your peers and managers

*Customer-Focused Communications* is NOT a seminar, but rather, it’s a hands-on workshop where you can use real-world cases to improve your communications skills.

## ***Here’s What You Need to Bring***

- any copy of a typical client letter/email you’ve written
- a promotional one-sheet from you, your station or your competitor
- an open and inquiring mind