



BRILLIANT SERVICE Is THE BOTTOM LINE

Get ready to transform the way your organization relates to customers.

No one can make employees treat customers the right way. The desire to create exceptional service comes from within. Companies whose people excel at creating memorable customer experiences:

- ◆ Build loyal, long-term customers
- ◆ Differentiate themselves in the marketplace
- ◆ Achieve bottom-line results that would be impossible by simply operating efficiently and cutting costs

Brilliant Service Is the Bottom Line unleashes a fresh way of thinking about customer service. Start a process that will transform your organization's culture into one that consistently delivers Brilliant Service. When you teach people how to achieve Brilliant Service from the inside out, they:

- ◆ Accept personal responsibility for delivering exceptional service, doing the right thing for customers not because they have to but because they want to.
- ◆ Become creative, innovative, and proactive in anticipating and satisfying customer needs.
- ◆ Form a powerful force of brand champions for your organization.

Brilliant Service Is the Bottom Line captures the essence of Catalyst for Brilliance Simon T. Bailey's 20-plus years of experience as an individual contributor and leader in the service industry. Building on proven concepts summarized in his handbook of the same name, Simon guides people through the changes in customer service beliefs, thoughts, and behaviors needed at all levels of an organization to transform customer service.

This program will help your organization:

- ◆ Inspire authentic, engaged attention to customer service at every level.
- ◆ Create a shared commitment and shared language for addressing customer service.
- ◆ Clear away organizational obstacles and change the culture into a "platinum-setting" environment where Brilliant Service is delivered every day.

This is not another off-the-shelf customer service program. Don't expect to sit back in your chairs. This program challenges participants to dig deep, take personal responsibility for their customer service impact, and develop an action plan. Participants consistently come away from Simon's sessions energized, inspired, and ready to personally engage in delivering Brilliant Service.

Purpose: This program engages participants to change their beliefs about customer service, take ownership of customer relationships, and adopt the principles and characteristics of Brilliant Service.

Process: Sessions build upon seven Service Beliefisms™ – fresh ways of thinking about service that can transform your service culture. Personal engagement starts with the session itself. Sessions with Simon are always highly interactive and engaging, both intellectually and emotionally. The mix of activities depends on the session size, format and length but can include discussion, personal reflection, paired practice and group activities.

Payoff: At the end of this program, participants will be ready to:

- ◆ Take personal responsibility for Brilliant Service.
- ◆ Leverage authentic engagement – the emotional glue of all long-term customer relationships.

- ◆ Use their unique personality, style, and skills to create authentic interactions with customers.
- ◆ Apply four factors critical to creating an exceptional customer experience.
- ◆ Master and apply the Customer Experience Process model.
- ◆ Exceed customer expectations and create value every day.

AUDIENCE AND FORMAT

Brilliant Service Is the Bottom Line is designed for individuals at every level of the organization who interact with either external or internal customers. Each program is tailored to your organization's specific needs and objectives. Formats range from a 30-minute high-energy keynote to a half-day interactive workshop that includes exercises and personal action planning. All formats include real-world examples, case studies and no-holds-barred dialogue intended to change the way team members engage customers.

Individuals can build on the program's concepts with companion resources, including Simon's books, website, and other products. We can also work with you to create a customized follow-up strategy.

PRESENTER

Catalyst for Brilliance Simon T. Bailey has a visionary ability to identify brilliant potential in people and organizations and ignite that brilliance into action for amazing results. An internationally known speaker, author and consultant, he inspires individuals to take charge of change and transform their lives from the inside out. A thought leader and fresh voice in the business world, Bailey connects the dots between individual and organizational brilliance. He challenges and teaches businesses and organizations to clear obstacles to brilliance in their cultures, processes, and people, thereby achieving higher levels of engagement, retention, and productivity – and a brilliant bottom line.

Prior to founding The Brilliance Institute, Simon honed his expertise in leadership, sales, customer service and personal development over a successful two-decade career at Hyatt Hotels, Walt Disney World Resort, and The Disney Institute. He is the author of six books.

His newest book, **Release Your Brilliance**, is receiving rave reviews and having a profound impact on people's lives. His other books include *Brilliant Service is the Bottom Line*, *Success is an Inside Job*, the *Meditate on Your Brilliance* series and *Simon Says Dream: Live a Passionate Life*.

PRAISE FOR BRILLIANT SERVICE

"Simon's speaker scores averaged 4.98 (out of 5.0) or 99.6% satisfaction – Outstanding! Some of the many comments shared by attendees included: 'Fantastic! Best I've seen and heard at the convention.' 'Superb speaker and content – worth the whole price of the convention.' As an organization, we embrace our commitment to the power and process of Premier Service. You absolutely modeled that for us!"

– GMAC Home Services

"Thank you, thank you, thank you! Your presentation this week to our top sales performers was lively, upbeat and, of course, inspirational. [People] noted how well you knew SunTrust...[it] impressed many that you had visited one of our branches to get a sense of who we are and what we do."

– SunTrust

"Simon's message about customer service delivered to our highly experienced management team was remarkable – strong, targeted and memorable. He held the audience spellbound all the way."

– Hudson Group

"Please allow me to express our sincere thanks for creating a motivating 90-minutes focused on great customer service. We thought you made a very professional, articulate presentation and that you speak from obvious real world experience. It was truly amazing to see how much valuable information you could fit into such a short time period."

– Southern HealthCare Management, L.L.C.

For more information on how to bring Simon T. Bailey to your organization, please contact Michele Lucia, Business Manager at 972-899-3411 or Michele@SimonTBailey.com

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