

Secrets of Creating a First Class Patient Experience™

MISSION:

How to deliver exceptional service to every patient,
every time, no exception!

YOU WILL LEARN HOW TO:

- ▶ Identify your customer's expectations and, by satisfying them, create lifetime customer loyalty.
- ▶ Read and respond to your customers' hidden needs through the power of non-verbal communication.
- ▶ Understand the real reasons customers complain and how to practice the Service Recovery Golden Rule "Mess Up? Fess Up and Dress Up."
- ▶ Empower co-workers to provide an exceptional patient experience by creating a "Learning Organization" that educates and engages.
- ▶ Gain a competitive advantage with the "Power of Excellence" in your professional career and personal life.

SEMINAR ATTENDEES SAY IT BEST:

"Brian is the Norman Vincent Peale of Customer Service."

– *Debbie Wagner*

"Today's presentation was an excellent blend of common sense and enthusiasm. It takes one of our core values/objectives and provides us with a doable action plan."

– *Julie Riddick, Clinical Resource Mgmt, Emanuel Medical Center, CA*

"Brian Lee CSP was the #1 rated customer service speaker in the world for two consecutive years."

– *International Customer Service Association*

"Members of the NNSDD audience – mostly comprised of Chief Learning Officers, Directors of Nursing, nurses and educators – contacted me personally to let me know how much they enjoyed this presentation. Brian has the energy of two people, making him an exceptionally dynamic presenter."

– *Jodi Alden, Swank HealthCare, Sales & Operational Manager*



Brian Lee CSP

