

Vision, Values, & Positioning™

MISSION:

Create Real Client Partnerships and
Retain and Grow Profitable Market Share

YOU WILL LEARN HOW TO:

- ▶ Utilize a powerful positioning tool to differentiate yourself from your competitors.
- ▶ Identify your marketing weaknesses and know how to fix them.
- ▶ Systematically phase-in new profitable value-added services that your customers need and want.
- ▶ Create a long-term vision for success and gain buy-in and commitment from all your staff.
- ▶ Create a powerful lifetime bond of loyalty with your customers that will keep them coming back.

SEMINAR ATTENDEES SAY IT BEST:

“This presentation clearly explains the dynamics of what is needed to build and implement service teams.”

– Ruth Metcalfe, CNS, SW Vermont Medical Center, VT

“Awesome for my work as trustee and for my personal business.”

– Kris Dornbust, Trustee, Memorial Hospital, Carthage, IL

“We need a permanent committed group of individuals dedicated to customer satisfaction. We need systems of accountability. I suggest more board members participate in this program.”

– Jeannie Gerchow, Trustee, Sturgis Hospital, Sturgis, MI

“Our priority should be Service Excellence. I liked it. I would go to another training in a heartbeat.”

– Sandra Rolshaven Claymore, Trustee, Holy Cross Hospital, Taos, NM



**VISION, VALUES
& POSITIONING™**
*A Strategy to be
World Class!*

