



# PLATINUM SERVICE: Mindful, Meaningful and Memorable

## Description:

Creating a positive, memorable service experience, one that causes your customers to keep coming back...that is the competitive *Platinum Edge* we are looking for in business today. Discover actionable strategies for how to work more collaboratively with others, while realizing how to better influence and manage emotions during an exchange. Learn and apply key skills to effectively handle difficult service interactions and achieve more productive and positive relationships.

## Learning Outcomes:

- Exceed customer needs and desires by realizing what they want from a service interaction and applying best practices to keep them coming back.
- Enhance communication skills needed for building loyal relationships by actively and patiently listening, controlling our urge to talk more than you should, and understanding how each method of communication impacts the service interaction differently.
- Understand why emotions matter, the four core abilities in emotional intelligence, how to better influence and manage emotions during an interaction, and how to effectively work through difficult scenarios using the L.E.A.R.N. method.

## Biography:

Tracy Stock is one of the most in-demand and top-rated female speakers in North America today because of her ability to inspire behavior change and achieve positive outcomes. As a former director of learning and development and 20+ years of speaking experience, her trusted clients include the US Army, Motorola, Berkshire-Hathaway, US Bank, True Value and Subway, to name a few.

As a Certified Speaking Professional® (CSP)—Tracy has earned the highest honor in her profession held by only 12 percent of speakers *worldwide*. She is also a prolific and best-selling author, with five published books and numerous other products.

Tracy is a dynamic, passionate speaker who is committed to energizing workplace culture, enhancing employee engagement and empowering high performance—helping organizations, teams and individuals live more productive, passionate and purposeful lives. When looking for a memorable speaker who understands client's needs, delivers on her promises, and drives energy and success to your event, Tracy Stock is your solution.