Did you know that customer service is the key to success of both small and large businesses? Discover what excellent customer service is and how to provide it through your communication style. You will learn strategies for handling customer complaints, discover how to address unhealthy attitudes in the workplace and foster positive attitudes that will make your business thrive! Beware, this series will provide you with relevant examples and hands-on role playing activities that will make you a customer service expert.

**How to Provide Excellent Service – Course 1 of 3**

What is good customer service? What do customers expect from you? Join us and learn from the experts. Learn about the five dimensions of customer service: reliability, assurance, tangibles, empathy and responsiveness. Discover successful strategies for handling customer complaints and dealing with difficult customers. Find out how your attitude can make the difference between a satisfied customer and an unhappy one. Training includes hands-on activities which will enhance your ability to provide successful customer service.

*When: Thursday, September 25, 2008  Time: 6:30 PM - 9:00 PM*

**Customer Service Success through Communication – Course 2 of 3**

Would you like to improve your communication skills? Do you want to find out how customer service can be enhanced by learning to communicate more effectively? Our intensive workshop will help you communicate with confidence and see positive results. Learn about the functions and roles, how to eliminate barriers, and how miscommunication, jargon and interpersonal obstacles can stop communication. Discover the importance of listening to successful communication.

*When: Thursday, October 2, 2008  Time: 6:30 PM - 9:00 PM*

**Improving Attitudes & Dealing with Difficult People – Course 3 of 3**

A positive attitude can be the difference between success and failure in the workplace. The first step in turning your attitude around is understanding yourself and others. Identify unhealthy attitudes and create positive ones. Get to the root causes of attitude problems and discover how to change them. Using these discoveries, you will learn how to deal effectively with difficult people and improve customer interactions. Learn strategies that will last a lifetime. Invest in an evening of yours or your staff time and get control over employee attitudes!

*When: Thursday, October 9, 2008  Time: 6:30 PM - 9:00 PM*

**Location:** Gavilan College Gilroy Campus  
**Room:** LI100 (All classes)

**Cost:** Sign up for 1 class at $49 or all 3 for $147.
Instructor Background:

Loretta Thompson holds an MBA from CSU Sacramento. She has been teaching and training for over 20 years. She designs, develops and delivers employee training programs and manuals for all size companies.

Students say: “Instructor was very knowledgeable, friendly and helpful” and “Loved how Loretta always is so enthusiastic when making her presentations and shares valuable information and insight.”

Information:  Download a flyer at www.gavilan.edu/conted

Registration:  Go to our website at http://gavilan.augusoft.net

Other Workshops:

Human Resources Management: The Basics  October 8 – 29, 2008
Personal Development Series  October 28 – November 18, 2008
Marketing on a Shoe-String Budget  October 30 – November 20, 2008

Gavilan College Contract Education Registration

Student Name: ____________________________
Address: ____________________________ City: ____________________________ Zip: ____________________________
Phone: (______) ____________________________  Cell: (______) ____________________________  Email: ____________________________
Company Name: ____________________________
Address: ____________________________ City: ____________________________ Zip: ____________________________
Class Title: ____________________________ Start Date: ____________________________ Fee: $ ________
Payment Options:  □ Cash (exact change) $ ________  □ Check  Check # ________
Visa / MC# ________ - ________ - ________ - ________  Exp: ________  Cardholder Name: ____________________________

Cancellation Policy: You must notify us 3 business days before the first class meeting in writing to cancel or transfer. If you cancel your registration, you will receive a credit voucher, good for 2 years, for the amount of the class.

Gavilan College Contract Education
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