



SEFA Presents Achieving Customer Service Excellence

Featuring Industry Expert
Jim Groshans, Head Coach, FabriCoach.com

Customer Service Coaching

Welcome to Customer Service Coaching for the fabricare industry. The program is an in-depth look how team building and understanding of the entire fabricare process is a key to delivering customer service excellence. We will define customer's expectations and explore ways to exceed those expectations.



- Define customer service
- Describe customer expectation levels
- Describe how each step in the DC plant work flow impacts customer satisfaction
- Identify internal communication gaps and solutions
- Describe why care label basics are important for quality output and customer service
- Define customer service behaviors needed to get the right people

January 15, 2019
Registration
5:30 pm - 6:00 pm
Class
6:00 pm - 8:00 pm

Fairfield Inn & Suites
7090 Cypress Terrance
Ft. Myers, FL 33907
239-437-5600

**Registration
Form
On Back**

FREE for MEMBERS if register by January 8, 2019
\$25 for Members after January 8, 2019
NON-MEMBERS \$25/per person
SPACE STRICTLY LIMITED



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**Space strictly limited, register early to
guarantee your spot**

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Owners Name: _____
Name of Plant: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____
Fax: _____ E-mail: _____

Attendee: _____
2nd Attendee: _____

Additional Attendees: _____

Amount Enclosed _____

Check enclosed payable to SEFA

VISA MC AMEX Discover

Card #: _____ Exp: _____

Signature: _____

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**To Register:
Call SEFA
877-707-7332**

**Mail to:
SEFA
14700 Sweitzer Lane
Laurel, MD 20707**

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