

Customer Focused Communication



Our goal is to help increase your sales at a profit

“Your communications process is perfectly designed to give you the results you have been getting”

If you want to improve your results, you need to improve your process. Period.

Your Customer-Focused Communication workshop facilitator, Wayne Ens, defines “insanity” as “doing things the same way as your competitors and expecting to beat them!”

In *Customer Focused Communication* you'll learn how to stand out from the competition and reach and influence your prospects, customers and co-workers in creative and effective new ways.

With *Customer Focused Communications* you will;

- Break through today's communication clutter
- Talk to the customer in his/her language
- Become a business partner in your client's eyes
- Get more appointments...get more respect
- Communicate more effectively with your peers and managers

Your facilitator has worked with radio, newspaper, TV, billboard, transit advertising and advertising agency people all over North America. The author of *101 Ways to Get Luckier in Advertising Sales*, his proven techniques will help you to become the consummate media sales professional.

Customer-Focused Communications is NOT a seminar, but rather, it's a hands-on workshop where you can use real-world cases to improve your communications skills.

Here's What You Need to Bring

- any copy of a typical client letter/email you've written
- a promotional one-sheet from you, your station or your competitor
- an open and inquiring mind