



Is customer service a key focus for your organization?

## The Fred Factor

(Half day interactive programme)

*"A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it."*

Mahatma Gandhi

How much would loyal Customers giving great word-of-mouth referrals be worth to your business?

**The Fred Factor is your competitive advantage.**

Be a Fred. You can continually create new value for those you live and work with. Turn the ordinary into the extraordinary. Based on award winning author Mark Sanborn's inspiring new best seller – *The Fred Factor* – this session promises to get your customers talking.

Are you a Fred?

Who is Fred and do you want him working for you?



### Outcomes:

- Identify how your behaviours affect others
- Become a Fred
- Commit to institutionalizing *The Fred Factor*

### Who should participate?

- Any employee in an organization who has contact with customers, both internal and external.
- Any manager striving to create for a culture of service excellence

**"Unless you have 100% customer satisfaction... you must improve."**

- Horst Schulz



### What have clients said?

*"A fun, energising and inspiring experience."*

Kim Goodson  
(HR Manager Freshmark Systems)

**Key Learning:** We can choose to treat people appropriately, with dignity and respect.



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