

# WHERE DID MY CUSTOMERS GO?

*Get More Customers.  
Keep More Customers.*



**SHARI HARLEY, MA, CSP**

Customers provide us with clear feedback. They hire us, or they don't. They return our calls, or they don't. They refer others, or they don't. Unfortunately when customers are dissatisfied, they don't tell us. They vote with their feet. **99% percent of customer turnover is predictable and preventable.** The signs are everywhere. We just don't know what they are, because, for the most part, customers don't tell us. Customers leave and we never know why. Get to the heart of what your customers need and why they hire or fire you. Never get fired again and be surprised.

## OUTCOMES TO EXPECT:

- + Increase customer satisfaction, loyalty, referrals, and commitment.
- + Get more customers. Keep more customers. Make more money.
- + Take control of your business.

## AGENDA:

1. Start new customer relationships powerfully and strengthen existing relationships.
2. Become more knowledgeable about your customers' needs, likes and dislikes.
3. Gather feedback, enabling you to manage service levels and the impression you create with customers.
4. Know your reputation with customers and prospects. Eliminate behaviors that diminish your success.

**"YOUR OPENING SESSION WAS THE BEST THAT I HAVE SEEN IN 10 YEARS."**



**CHRISTINE BROWN,  
CHAPTER EXECUTIVE  
FINANCIAL PLANNING ASSOCIATION**

### WHO SHOULD ATTEND?

Sales and service professionals who want more customers, repeat business & referrals.

### PRESENTATION STYLE

The program is useful, interactive & fun. Participants will get tools & techniques that are easy to use and produce immediate results.

### PROGRAM LENGTH

45-minutes to a half day, depending on program content.

### PROGRAM MATERIALS



*How to Say Anything to Anyone Book*



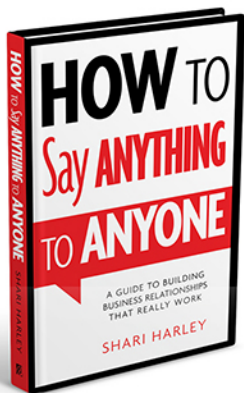
**Candor Questions  
for Sales & Customer  
Service**



# SHARI HARLEY

**SPEAKER | TRAINER | AUTHOR**

FEATURED BY:



Shari Harley is the founder and President of Candid Culture, an international training and consulting firm that is bringing candor back to the workplace, making it easier to tell the truth at work. Managers tell employees the truth about their performance. Employees ask for what they need. Prospects tell you why they did or didn't hire you. Customers tell you how things are really going, giving you the chance to retain their business.

Shari is known globally as an engaging, funny, content-rich business speaker and author. She is the author of the book *How to Say Anything to Anyone: A Guide to Building Business Relationships that Really Work*, holds an MA in Communication and taught leadership at the University of Denver. Before launching Candid Culture, Shari led leadership development training for OppenheimerFunds, conducted customer service training for American Century Investments, and facilitated and sold programs for Dale Carnegie Training.

Shari's practical approach has led her to speak and train throughout the U.S. and in Singapore, Thailand, Malaysia, India, Dubai, and Australia. Some of Shari's clients include: Pepsi Co., Noodles & Company, DirecTV, Sodexo, IBM, the Environmental Protection Agency, the National Institutes of Health, SHRM and ASAE.

From making meetings work and delegating better, to managing your career and saying anything to anyone, Shari's techniques are sure to delight and inform in a real, direct, and very funny way. Participants will be laughing while they're learning and will walk away with tools and techniques to transform any relationship.



**"Best speaker at the conference, no contest. Hands down . . . Shari Harley. If every business enterprise in America had a Shari Harley on staff, doublespeak and baloney would wither and die in short order."**



SHRM Conference  
Attendee

**WATCH VIDEOS,  
LEARN MORE ABOUT OUR  
TRAINING PROGRAMS,  
AND ORDER CANDOR  
PRODUCTS AT:**



**CANDIDCULTURE.COM**

(P) 303-863-0948

(E) [shari@candidculture.com](mailto:shari@candidculture.com)