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## Customized for Supermarkets Easy To Implement

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### FACILITATOR PACKAGE INCLUDES:

**Leader's Guide:** Workshop leaders are usually managers and supervisors of your supermarket. Even experienced employees, with a high level of enthusiasm toward customer service, could lead the workshop. This 3-ring binder provides amazingly simple, step-by-step instructions on how to organize, prepare for and conduct each session. Because the Leader's Guide is user-friendly, there are just **three requirements to be a good Leader: 1) enthusiasm; 2) peer respect and 3) believe in super service.**

**Videotapes:** Videos contain a series of skits filmed in a state of the art supermarket. The 20 minutes of video for each session generates group discussion and experiential learning. Each location receives a set of 3 videos, DVD's or CD's.

**Spanish:** The entire program is also in Spanish.

### PARTICIPANT PACKAGE INCLUDES:

**Participant Books:** A thoughtfully planned 120 page workbook leads each employee participant through leading-edge concepts, skills and practices of customer service excellence. Exercises throughout the book reinforce and assist in the learning experience. Each employee spends personal time between sessions reading and reinforcing service concepts. Without the use of the Participant Book for each employee, an additional 8-10 hours of training would be required to accomplish the same objectives.

**Support Materials:** Quality Service Techniques Card and Certificate of Accomplishment aid the learning and implementation process. Customer Service Performance Standards are an excellent management tool to evaluate the behavior and performance standards of employees, provide feedback, coaching and skill development.

### INVESTMENT

**Starter Kit for 25 participants: \$1,299.00** — Order participant kits in Spanish for Hispanic employees.

- **User-friendly leader guide** — additional leader guides @ \$149 each
- **3 supermarket videotapes** — additional videos, DVD's or CD's with leader guide @ \$899 each
- **25 participant kits** (120-page participant book, customer service performance standard, quality service techniques card, and certificate of accomplishment) — additional participant kits @ \$17 each

Service Quality Institute has a strong money back guarantee. We want you to use FEELINGS Customer Care. After you have trained your entire staff and if, for any reason, you are unhappy with FEELINGS Customer Care, return all the materials for a full refund. No questions asked. The only risk is ours.

Act now to build market share and market dominance by keeping customers and provide superior customer service from your entire work force.

***No Ifs, Ands or Buts... Your Satisfaction is Guaranteed or Your Money Back.***