

THE ULTIMATE TRAINING DVD FOR:

Customer Service Departments
Customer Care Centers

Help Desks & Technical Support
Live Chat Customer Support

Face-to-face Corporate Support Teams

A Live Training Session with



Kate Nasser The People-Skills Coach

"I have attended numerous Customer Service Seminars. Rarely did I retain anything specific and useful. After watching Kate's DVD I finally discovered why -- they were all the same boring be nice message. Kate on the other hand entertains as she educates on a unique aspect of customer service. I have never seen this topic on any training DVD nor heard it in any customer service seminar! That is rare in the already crowded world of customer service training.

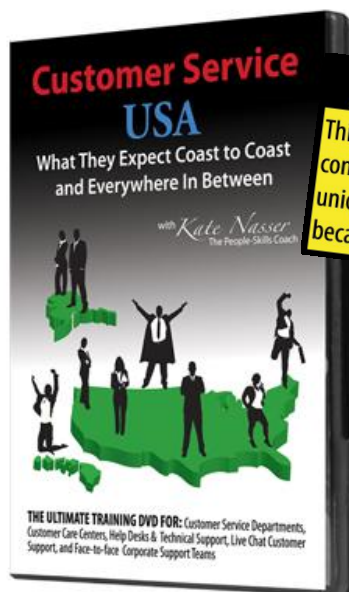
Suddenly I now see where my customers are coming from -- around the USA. I have a better feel as to what they expect! Understanding their local differences gives me the power to deliver personalized service at no extra cost.

Customer service centers outside the USA will find this DVD amazingly valuable.

Thanks Kate!!!!"

Kim Manson, CEO, Senjula's Ink

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What They Expect Coast to Coast and Everywhere In Between

Do you know how to deliver **memorable personalized service** to someone in New York City? Could you truly satisfy a customer in the deep South of the USA? What do you know about getting Texans to trust your service? Do you understand the Midwest people enough to gain them as loyal customers? **From coast to coast, American customers** differ greatly and your business success depends on gaining their loyalty!

The more tech savvy our workplace becomes, the more our people skills deplete. Yet customers do not want to hear I cannot help you because *my computer is down*. They do not want to hear a scripted generic answer that they could simply read on a website. **To distinguish your service, personalize it!** This DVD gives you **local insights on customers to deliver personalized service** for a global payoff to your company's bottom line.

Words matter. What you say and how you say it goes far beyond some standard definition of courtesy. Courtesy is defined differently around the USA. **Attention Global Corporations:** This DVD gives you **local USA perspectives for a global payoff!**

WARNING!
This is not the same old customer service stuff, dressed up and worded to come across as something new. This is a **NEW, REFRESHING and VALUABLE** unique topic with tools that your staff will immediately start using, simply because they won't be able to resist testing these techniques.

Your corporate support teams, customer service reps, technical support analysts, call center agents, and sales staff do not need Masters degrees to understand Kate's teachings on this DVD. As long as they are human they will **GET IT**. **Learn why saying one word "Ma'am" can either cause immediate respect and personal connection or a fire that will burn out of control** -- depending on *where the customer lives in the USA*. Understand how being too polite can produce customer *dissatisfaction!*

Kate's coaching techniques completely shatter the training seminar myth. Her message and style of delivery guarantee success. This training DVD captures her energy and your staff will honestly **believe she is in the room with them**.

Filled with true stories, this DVD creates lasting images that make the information and techniques easy to remember!! Teams who have heard her messages use the "Slice and A Coke" story as a quick reminder on how to deliver great service to people in New York City. Who will forget "Don's be like me" approach to service or Kate's own *struggle stories* from her early days of teaching in different parts of the USA?

When this video stops, the FUN starts! Imagine your entire staff smiling while talking to the most stressful customer because they used their *internal reset* button or the *downshift* as they switch gears between calls. See satisfaction on their faces as they develop these skills that will set them apart from others who do not have access to this information.

Two chapters. Total play - 90 minutes.

Click for a preview - <http://katenasser.com/training-dvds>

Order your copy today - EMAIL your request to: CAS, Inc. Info@katenasser.com or call 908.595.1515. USA Pay by invoice or credit card.