

Continuing Education **Seminars**

JULIE CASS

Extreme Customer Service

EXTREME!

CUSTOMER SERVICE WORKSHOP

Join Spa service expert **Julie Cass** for this invigorating evening workshop and learn how to create a service culture that makes your bottom line grow!



EXTREME Customer Service is what brings customers back again and again

EXTREME Customer Service is what turns customers into sales people

EXTREME Customer Service is recession proof

EXTREME Customer Service is profitable!

WORKSHOP LEARNING TOPICS:

- First Impressions
 - Treatments
- Client Greetings
- Client Retention
 - Complaint Resolution
- Lasting Impressions

WHO SHOULD ATTEND?

Bring your team so they can learn first hand what is needed to create a true service culture in your business.

- Certificate Issued
- Includes detailed take home manual

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spaformation

"Forming the links to positive change"

www.spaformation.com

Pre-Register
on-line at
www.spa-show.com
or Call
(866) 772 7469
NOW!

CONVENIENT:
Evening of the Spa Show

Sunday, April 18th, 2010
5:00 p.m. to 9:00 p.m.

This is a great investment you can't afford to miss at only **\$235** p.p.

INCLUDES: 2-Day Show Admission, Meal, & g.s.t.

Continuing Education **Seminars**

ROBERT CASS

Next Generation Marketing

**NEXT
GENERATION**

MARKETING

change the way you think

change the way you market

Brought to you by:



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Join Spa, Salon and wellness Marketeer **Robert Cass** for this enlightening evening Workshop. Learn how to build an effective marketing plan and then construct the elements needed to make it deliver outstanding results. You will leave the session with focus and the skills to make it happen!

Anyone looking to make changes in how they market will make this course a "must" attend. *We will connect the dots!*

Times are changing faster than ever. It used to be you could market your business consistently with traditional methods and be successful. Today's consumers are looking for information to arrive the way **they want it** rather than the way it has always been done. It is cross generational, young, old, women and men. They will only listen and act when you talk to them in the right way. Join us and learn about:

Digital marketing via your website, email, SEO, text messaging, social networking (Facebook, Twitter etc.), viral marketing and more. **We will not just tell you but show you with LIVE examples on the WEB.**

Public Relations and Successful promotional programs that are high on awareness and low on cost.

We will work **together** on examples of how to do this and not just on theory.

Certificate Issued. Includes detailed take home manual

ONE TIME ONLY:
Sunday evening of the Spa Show

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