

Thirsty Horses

4 simple processes to enable you to train and empower your staff to build business and increase sales through consistently excellent customer experiences ... whether you're there or not



On Wednesday 28th September 2011, Guy Arnold will deliver a one day pilot Course for Leaders and Managers in the licensed Trade to introduce this exciting new programme. The venue will be the Castle and Ball Hotel in Marlborough, Wiltshire. There is no fee for attending.



GUY
ARNOLD

Guy is a former director of a FTSE 100 company with extensive experience across the licensed and leisure industry where he developed new companies from start-up and bought bankrupt businesses to make them profitable. Using his broad experience of customer service and personnel leadership, Guy founded greaterpoor.com in 2006, and now helps organisations to effect real change throughout their operation, aiming to develop enhanced bottom line profit for the long term, through delivering consistently excellent customer experiences.

Guy is the author of 'Great or Poor ... a simple and effective system to deliver excellence in customer service in any organisation', and 'Go the Extra Inch ... the effective way to empower your people to deliver outstanding service everywhere'.

The purpose of this one day pilot is to explore the content of two great workshops:

No 1: Thirsty Horses: empowering leaders and managers in the licensed and leisure trade to train and empower their teams to build business and increase sales through constant delivery of excellent customer experiences.

No 2: Go the Extra Inch: a workshop that leaders and managers can deliver on a regular basis to their front line teams, to empower them to deliver consistent and excellent customer experiences, and to keep it improving every day.

- ✓ **The value of great or poor customer (guest) service**
- ✓ **Customer experience versus customer service**
- ✓ **The problem with traditional approaches**
- ✓ **Why common sense is so hard to turn into common practice**
- ✓ **The solution: a systematic approach**

The workshop is sponsored by the BII and supported by abv Training Limited