

Who's Your Gladys? How to Turn Tough Customers into Vocal Advocates

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Who's Your Gladys? How to Turn Tough Customers into Vocal Advocates

Enjoy a series of training classes based on the book, **"Who's Your Gladys? How to Turn Even Your Most Difficult Customer Into Your Biggest Fan."**

Here's what you'll learn:

- How to put customer service in the details of everyday business
- Finding the passion for service
- Creating compassion for your customers and yourself, especially when mistakes are made
- Determining when something is personal and when it's not
- Using innovative ideas to go the extra mile
- Creating a culture of continuous improvement
- Making creative problem solving a standard practice
- Seeking out customer feedback to fuel greater success
- Gaining internal-customer service strategies for success from the inside out

Complaining customers should be considered a gift. Customers who express emotion, even negative emotion, have a connection with your company. There are plenty of ways to rehabilitate the unhappy into loyal, happy fans. Learn how to comfortably manage and resolve tense situations. Get breakthrough results with even your most cantankerous customers. This series of interactive, hands-on sessions brings tangible results that help you create customer relationships that "stick!"

Want these programs?

Book Marilyn Now –

Call her office at 248-348-1023