



Should you strive to be the **“BEST”** or the **“FAVORITE”** with your customers?

Discover the answer in this Master Class!

No matter your business or industry, you need to provide more than just Customer Service. Yes, Customer Service will bring in customers. But adding the principles of Hospitality and Service Excellence brings them back!

What separates this Master Class from other customer service seminars you have attended? Two factors:

1. We focus on concepts that will help you create more storytellers for your organization, which help you increase their loyalty, engagement, and retention... and your revenue.
2. You and your staff will work on these strategies during this class and leave with an action plan to implement to make this happen!

In this Masterclass, you will work on Customer Experience concepts and strategies like:

- ◆ **Implementing** the 5 Essential Laws of Hospitality to create more loyal customers
- ◆ **Understanding** the differences between Hospitality and Customer Service and why you need both to achieve loyalty and retention
- ◆ **Discovering** innovative ways to elevate the service experience you offer, as “no one remembers ordinary service”
- ◆ **Identifying** the new word that will help separate yourself from your competition and create more storytellers for your organization
- ◆ **Examining** the more desired soft skills in today’s economy for working with your customers
- ◆ And more!

“We crossed state, city, and county lines in Tennessee and Virginia to host Bob for a joint Hospitality Masterclass. The impact he has had is already evident, as we continually receive comments about how he has been an inspiration to look at customer service in a whole new way. We look forward to working with him in the future!” — Alicia Phelps, Northeast TN Tourism Executive Director

“The Black Tie Experience is what each of us seeks every day in our personal and professional relationships. Bob provided valuable guidance on how we can all do better by being better! From the planning side of things, he is also great and not demanding – something we all seek in keynote presenters.” — Jarrod A. Clabaugh, CAE, Pres. & CEO - Ohio Soc. of Assn. Professionals



BOB KEYNOTE, CONFERENCE, and CORPORATE SPEAKER
PACANOVSKY
*Delivering the Black Tie Experience —
— for your next conference or meeting*

Half-Day Seminar Pricing

Contact Bob for more information and pricing.

Limited VIP Opportunity – Mastermind & Lunch:

This ticket includes the morning Master Class and VIP lunch and is a great value.



Did you know that by investing in a strategy on Customer Experience, your company could see up to a 70% increase in revenue in the next 36 months? (Temkin Group study)



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