

**Whether you are a line employee or a veteran leader, this world-class training event will boost your ability to deliver exceptional service.**



**Presents Customer Service Training**  
**Featuring *Bryan K. Williams***

**Reserve your space at this great training event today!**

***\*\*Choose the class that best fits your schedule.\*\****

**7 Principles to Fully  
Engage Your Customers  
(Morning Session)**

**March 24, 2010**  
8:00AM - Noon

**7 Principles to Fully  
Engage Your Customers  
(Afternoon Session)**

**March 24, 2010**  
1:30PM – 5:30PM

**Both training events will take place at Encantado-An Auberge Resort**  
198 State Road 592  
Santa Fe, New Mexico 87506  
[www.encantadoresort.com](http://www.encantadoresort.com)

*Presented in conjunction with B. Williams Enterprise, LLC*

## **Come join us!**

On March 24<sup>th</sup>, Encantado-An Auberge Resort will offer training on how to provide world-class service. Local businesses will have the opportunity to send their staff to the luxurious resort and be trained by Bryan K. Williams.

Mr. Williams is a world-renowned trainer and consultant, who has conducted customer service and leadership training sessions for over 100 companies in different industries. He is the former global director of training for the Ritz-Carlton Hotel Company, and is very passionate about service.

Local businesses will be able to register their staff to attend “7 Principles to Fully Engage Your Customers”. Bryan will educate, inspire, and challenge everyone in attendance to take action and immediately apply the principles from the class. “I look forward to working with the beautiful Encantado Resort to deliver this training to the community. This half-day session is ideal for any business that is committed to serving their customers in an exceptional way”, said Bryan K. Williams.

## **Over 100 companies can't be wrong**

Bryan has conducted training for multiple companies in industries such as:

- Hotels
- Restaurants
- Healthcare
- Banking
- Spa
- Retail
- Aviation
- Photography
- Real Estate
- Education

## **Continuing support**

Unlike many other training seminars, we will provide continuous support after the conference ends. If you have a question after the sessions are over, just contact B. Williams Enterprise, and a representative will respond promptly. A complimentary follow-up teleconference will also be available for all attendees approximately 30 days after the training.

## **Course Description**

**Workshop Title:** 7 Principles to Fully Engage Your Customers

**Purpose:** Provides participants with a clear understanding of how to deliver exceptional service.

**Workshop Overview:** This workshop is designed to explore ways to use the 7 Principles of EngageMe™. The principles will be reviewed and emphasis will be on how to deliver and sustain exceptional service.

**Learning Topics:**

- Principle 1 Be eager to serve
- Principle 2 Be welcoming
- Principle 3 Create an inclusive atmosphere
- Principle 4 Create a total experience
- Principle 5 Turn customers into ambassadors
- Principle 6 Offer a gracious goodbye
- Principle 7 Earn your customers' confidence...reap the rewards

**Target Audience:** Managers, Supervisors, Line Employees. Anyone who directly serves the customer will benefit from this dynamic course.

**Instruction Method:** Interactive lecture / discussion, Individual activities, Small group activities

# ENCANTADO

An Auberge Resort

Presents Customer Service Training

Featuring *Bryan K. Williams*

**7 Principles to Fully Engage  
Your Customers (Morning)**  
March 24, 2010  
8:00AM – Noon  
(#100567)

**7 Principles to Fully Engage  
Your Customers (Afternoon)**  
March 24, 2010  
1:30PM – 5:30PM  
(#100568)

**Pricing for all sessions:**

**Early Bird Fee (If purchased by March 5, 2010)**

**\$99.00 per person**

**\$95.00 per person (if 4 or more register)**

**Standard Fee (March 6 – March 24, 2010)**

**\$108.00 per person**

**\$101.00 per person (if 4 or more register)**

*Please fax this form to: 1-240-206-8493 OR*

*Scan & Email this form to: info@bwenterprise.net*

Three easy ways to register...

**On-line:** Enroll on-line at

[www.encantado.eventbrite.com](http://www.encantado.eventbrite.com)

**By e-mail:** [info@bwenterprise.net](mailto:info@bwenterprise.net)

\*You can complete, scan, and email this page OR send an email with the following information:

- Name of attendee(s)
- Session(s) you wish to attend
- Approving manager
- Billing information

**By fax:** 1-240-206-8493

Whatever your method of registration, be sure to enroll right away since space is limited.

**Payment Information (Please pay before the conference)**

Name as it appears on the credit card \_\_\_\_\_

Charge to:  MC  Visa  AmEx  Discover

Card #: \_\_\_\_\_ Exp date: \_\_\_\_\_

Signature: \_\_\_\_\_

Total amount to charge: \_\_\_\_\_ Dollars

Mr./Ms. \_\_\_\_\_  
Name and Title \_\_\_\_\_ Program # \_\_\_\_\_

E-mail Address \_\_\_\_\_

Mr./Ms. \_\_\_\_\_  
Name and Title \_\_\_\_\_ Program # \_\_\_\_\_

E-mail Address \_\_\_\_\_

Mr./Ms. \_\_\_\_\_  
Name and Title \_\_\_\_\_ Program # \_\_\_\_\_

E-mail Address \_\_\_\_\_

Mr./Ms. \_\_\_\_\_  
Name and Title \_\_\_\_\_ Program # \_\_\_\_\_

E-mail Address \_\_\_\_\_

*Please list additional registrations on a separate sheet and attach.*

Mr./Ms. \_\_\_\_\_  
Approving Supervisor \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

*\*If you prefer to speak with someone by phone...*

- **For training event information: Call Bryan Williams at 240-401-6958.**
- **For resort information: Call 1-505-946-5700 .**

**Registration:** Our registration table will open 30 minutes before the start of each training session. When you arrive at the hotel, a resort staff member will be happy to direct you to the event. Our registrars will greet you and assist with your registration. Although your name will be on the registration manifest, please bring a copy of the confirmation document. *If you register online, you will receive a confirmation email. If you register via fax or email, a confirmation email will be sent to you within 48 hours.* If your confirmation email does not arrive before the training session, be sure to go anyway. We will be expecting you. Your name should still be on our records. Please take the opportunity to meet other professionals from your local area. Plan to be registered and ready for the training at least 10 minutes prior to the start time.

**Food and Beverage:** Light refreshments will be served for all training sessions. You may also choose to dine at Terra, which is Encantado’s signature restaurant.

**Tape recording:** The training sessions – both what you see and hear – are fully copyrighted by B.Williams Enterprise, LLC. No audio recording or videotaping, please.

**Cancellations and substitutions:** Cancellations received up to five business days before the training session are refundable, minus a \$10 registration service charge. After that, cancellations are subject to the entire conference fee. Please note if you do not cancel and do not attend, you are still responsible for payment. Substitutions may be made at any time.

### *Testimonials...*

"I have attended many seminars on service and training, but I have never witnessed such a refreshing, clear, and mind-opening presentation as the one Bryan Williams gave us. My colleagues were all inspired and are still talking about it!"

**Reservations Manager  
Marbella Club Hotel, Golf Resort & Spa**

"Bryan Williams spoke at our 2008 Conference. He did an amazing job! His energy and passion were contagious throughout the attendees. They valued the tangible tools presented in his session and now are more capable of implementing such tools in their workplaces."

**International Spa Association**

"Bryan Williams is an excellent consultant! Bryan brings a very new and fresh approach to customer service. He has provided us with several easy to implement strategies to improve our service. He has made a huge impact on our staff, and we are already seeing increases in our customer satisfaction scores."

**Riverside Regional Medical Center**

"Bryan Williams' insight and passion for service is undeniable. But the value lies in his ability to provide a clear roadmap to move toward providing world-class service on a consistent basis."

**Cunningham Sales Institute  
Columbus State University**

For more information on Bryan K. Williams,  
please visit:  
[www.bwenterprise.net](http://www.bwenterprise.net)  
[www.engagemenow.com](http://www.engagemenow.com)

"Every person within our organization was able to grow both personally and professionally from his service excellence course. Months later, we continue to use his approach and tactics when discussing ways to enhance the customer experience."

**PREM Group  
Commercial Real Estate**