

The Customer Care Teacher \$Value



Phase One: The Preparation

Let's examine a three hour presentation. First, we must look at the time it takes to settle upon a date, time, and location. Then a custom designed contract must be drafted and signed by all appropriate parties. Invoicing must follow the company or district's protocols which have been initiated.

The Customer Care Teacher now focuses her attention to the presentation. Each one is created to meet the needs of the client. *No cookie cutter presentations here!* Initially, leadership must be interviewed; goals are reviewed and research is done to address any hidden agendas. The client is researched through several channels including: Google, Facebook, and Twitter.

This usually takes several hours of researching and developing of the seminar/class. Additional time is spent on designing unique visual materials, copying as needed, obtaining copyright permission as necessary and collecting materials, rewards, etc. for the actual presentation day.

Throughout the process, considerable time is spent on phone calls, e-mails, and texts to package to meet the client's expectations and desires.

On the day of the presentation, it is important to add in travel time which includes a good policy to arrive at least half an hour to an hour before the presentation start time to set up. The Customer Care Teacher must meet with independent contractors who will be present at the seminar class and brief them on client expectations and the agenda. The presenter table must be prepared: lay out handouts, materials, and awards. Checking the technology is crucial. Will the district have IT people present? Do all the equipment components work? Does the presentation play? Sound and microphone check? Is the video working? With all in place, it is time to greet the clients individually as they enter the presentation site.

Phase Two: The Presentation

Well, the time has come to present, the audience is anticipating what is to come...knowledge, but more important, is the energy and even humor. What are the presenter's credentials? Has the presenter actually walked in their shoes? Time passes...

Three hours gone. The Customer Care Teacher visits with clients following the presentation. Saying thank you and farewell to the participants is the appropriate ending to the

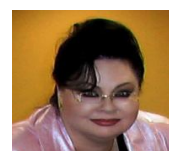
seminar. Success! It was a great presentation. The standing ovation was confirmation. However, we are not done yet.

Phase Three: The Follow-Up

The Customer Care Teacher takes the notes that were collected by the independent contractor which consists of participants' quotes and reactions during the presentation. This information is reviewed and discussed as part of the evaluation process for the presentation. Now, along with pictures taken during the presentation, the information is edited and turned into a scrapbook presentation for the client. Other follow-up activities such as e-mail questions and short assignments are sent to all of the participants.

The \$ is clearly more than just the presentation time. It includes all the preparation, travel, and follow-up time. The Customer Care Teacher provides full, customized service as well as superior presentations. There is a commitment to model what she teaches.

The old adage, "you get what you pay for," is most evident when you hire first-class consultants who provide exemplary services. That is exactly what Brenda Jean Patrick, The Customer Care Teacher provides!



Copyright © 2010 by Brenda Jean Patrick, The Customer Care Teacher

This document may be printed and shared as long as the material is kept intact with the copyright statement.