

# You Are The Difference



## Driving sales and service through Excellence in customer care

With the arrival of 2012 so too came revised targets and while in the first week or so of the New Year we are full of enthusiasm, it can become difficult to maintain the momentum. What we need is for our goalposts to shift so that what was once an effort becomes a way of life. With that in mind, Retail Excellence Ireland will bring Alf Dunbar, creator and founder of 'You Are the Difference' to Ireland for two dates in February with his superb customer service coaching programme. This programme was created by Alf in the mid 1990s to develop a new way of thinking in terms of customer service and management in order to turn his own struggling business around. His coaching methods are based on the real world with real people and his unique and enthusiastic communication skills inspire people, which in turn, enhance their individual performance and help them achieve exceptional results. Alf will focus his workshops not only on everyday sales techniques but also on increasing sales over special occasions such as St. Patrick's Day and Easter.

By applying the 'You Are The Difference' principles you will

- ✓ Develop the skills, knowledge and confidence in how to welcome and engage with your customer
- ✓ Perfect the art of link selling and up-selling
- ✓ Learn how to close the sale in a natural, non-pressurised way
- ✓ Create a positive momentum within your store; impacting on the way you and your team think about customer service
- ✓ Encourage the customer to re-visit the store because of the exceptional service provided

## WHO SHOULD ATTEND | FEE

**Frontline Team Members | Team Leaders who will coach the programme back at store**  
**Limited to 25 Places | Cost to REI Members - €160**

## DETAILS

**When:** Wednesday 15th February, Louis Fitzgerald Hotel, Naas Road, Dublin

Thursday 16th February, Clarion Hotel, Lapps Quay, Cork

**Time:** 09.00 - 12.30

**Payment:** Please post, e-mail or fax this Booking Form accompanied by payment details on or before Friday 3rd February to:

**Post:** REI | 1 Barrack Street | Ennis | Co Clare. **Email:** [helen@retailexcellence.ie](mailto:helen@retailexcellence.ie) | **Fax:** 065 6892451 | **Tel:** 065 6846927

- Payment must be made in full in advance of programme commencement. Credit card payment is accepted.
- All cancellations must be made in writing to REI one week prior to programme commencement. No fees will be reimbursed after this date.
- Delegate substitution may be made at anytime.

COMPANY: .....

DELEGATE TO ATTEND AND VENUE (1): .....

CONTACT EMAIL | MOBILE: .....

DELEGATE TO ATTEND AND VENUE (2): .....

CONTACT EMAIL | MOBILE: .....