

***Keeping Customers by
Delivering Excellence
in Service***

***Distributor Price Sheet
Of
Products and Services***

9201 East Bloomington Freeway
Minneapolis, MN 55420 U.S.A.
Phone: (952) 884-3311
Fax: (952) 884-8901
Email: quality@servicequality.com
Web: www.customer-service.com / www.johntschohl.com

Effective: November, 2020

Free John Tschohl strategic customer service newsletter:
www.customer-service.com

Three-Year Service Culture "all-you-can-eat" Buffet Plan

This investment covers unlimited usage of Service Quality Institute's training programs each year. A client can select in any order of priority any two-three versions they want to use each year. It includes facilitating for management programs, train-the-trainer fees, all product, and free replacement materials to cover employee turnover. Customization, personalization, shipping and travel costs are not included.

This plan is for organizations serious about a culture change. The all-inclusive pricing is based solely on the number of employees, regardless of number of locations. Service Quality Institute and their representatives will work with you to maximize success. All Service Quality Institute technical support over the life of the agreement is included in the price. A three-year agreement needs to be signed. This fee is per year for three years. The annual fee will be adjusted each year for employee count.

<i># of Employees</i>	<i>Suggested Retail Price Price Per Year</i>	<i>Suggested Retail Price Per Month</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
50 - 99	\$217.00 per person	\$18.08	\$130.20 (40%)	\$108.50 (50%)
100 - 499	\$117.00 per person	\$9.75	\$70.20 (40%)	\$58.50 (50%)
500 - 2,499	\$75.00 per person	\$6.25	\$52.50 (30%)	\$45.00 (40%)
2,500 - 4,999	\$50.00 per person	\$4.17	\$35.00 (30%)	\$30.00 (40%)
5,000 - 9,999	\$44.00 per person	\$3.67	\$30.80 (30%)	\$26.40 (40%)
10,000 +	\$38.00 per person	\$3.17	\$26.60 (30%)	\$22.80 (40%)

TECHNOLOGY INCLUDED

- **Leading Empowered Teams for Service Quality** is for everyone in a leadership position. Includes in-house facilitation and train-the-trainer seminars when organizations have 5,000 employees or more.
- **FEELINGS** is for the total workforce. All versions are included. Facilitator material provided. Every facilitator receives a leader guide. Train-the-trainer seminars are included. Each employee receives a participant kit.
- **Empowerment: A Way of Life** is for everyone. Powerful program on empowerment.
- **BAD (Buck-A-Day) Cost Reduction Campaign** is for everyone. Service Quality Institute provides all materials and support. Use this campaign to fund the entire 3 year service culture plan.
- **Handling Irate Customers.** Facing off with a screaming, unreasonable, irrational customer represents the ultimate test of any employee's service skills.
- **Speed** will help everyone dramatically reduce the time it takes to complete a project or task. Do it Fast, do it Now and do it Right.
- **Remember Me** will help everyone remember and use customers' names. This is the highest level of customer service.
- **Loyal for Life** is for all employees. The focus is on Service Recovery. Includes all materials for facilitators and participant. Train-The-Trainer seminars are included.
- **Service First Video Library:** Includes 12 DVD's or Flashdrive of approximately 15 minutes each. Client receives as many sets as needed.
- **Good Idea Campaign on Quality and Customer Satisfaction** is for everyone. Service Quality Institute provides all materials and support.
- **Exceptional Service** is for the total workforce. Includes all materials for facilitators and participants. Train-the-trainer seminars are included.
- **Moving Up** is for all employees. Designed to motivate employees to believe in themselves and want to be more successful.
- **Coaching for Success** is for everyone in a leadership position. This is a one day seminar.
- **Customer Service Certification** seminars at SQI headquarters in Minneapolis Minnesota.

Client is responsible for all shipping, travel expenses, personalization and customization fees if required. SQI will print in your country for a 10% price surcharge to avoid shipping charges from the US on orders of 2,500 or more.

Optional Service Culture Plan

One-Year Service Culture "all-you-can-eat" Buffet Plan 2-3 Programs a Year

# of Employees	Suggested Retail Price Price Per Year	Suggested Retail Price Per Month	Consultant Price	Distributor Price
50 - 99	\$325.00 per person	\$27.08	\$195.00 (40%)	\$162.50 (50%)
100 - 499	\$175.00 per person	\$14.58	\$105.00 (40%)	\$87.50 (50%)
500 - 2,499	\$112.00 per person	\$9.33	\$78.40 (30%)	\$67.20 (40%)
2,500 - 4,999	\$75.00 per person	\$6.25	\$52.50 (30%)	\$45.00 (40%)
5,000 - 9,999	\$66.00 per person	\$5.50	\$46.20 (30%)	\$39.60 (40%)
10,000 +	\$57.00 per person	\$4.75	\$39.90 (30%)	\$34.20 (40%)

Two-Year Service Culture "all-you-can-eat" Buffet Plan 2-3 Programs a Year

# of Employees	Suggested Retail Price Price Per Year	Suggested Retail Price Per Month	Consultant Price	Distributor Price
50 - 99	\$271.00 per person	\$22.58	\$162.60 (40%)	\$135.50 (50%)
100 - 499	\$146.00 per person	\$12.16	\$87.60 (40%)	\$73.00 (50%)
500 - 2,499	\$94.00 per person	\$7.83	\$65.80 (30%)	\$56.40 (40%)
2,500 - 4,999	\$62.00 per person	\$5.17	\$43.30 (30%)	\$37.20 (40%)
5,000 - 9,999	\$55.00 per person	\$4.58	\$38.50 (30%)	\$33.00 (40%)
10,000 +	\$47.00 per person	\$3.92	\$32.90 (30%)	\$28.20 (40%)

If client after one year wants to add one more year, he gets the pricing for a 2 year agreement.

If a client after 2 years wants a 3rd year, he gets the pricing for the 3rd year.

As long as a client is on the service culture plan he gets free replacement material for employee turnover.

One Program a Year for 3 Years

# of Employees	Suggested Retail Price Price Per Year	Consultant Price	Distributor Price
500 - 2,499	\$49.00 per person	\$31.85 (35%)	\$26.95 (45%)
2,500 - 4,999	\$33.00 per person	\$23.10 (30%)	\$19.80 (40%)
5,000 - 9,999	\$24.00 per person	\$16.80 (30%)	\$14.40 (40%)
10,000 +	\$20.00 per person	\$14.00 (30%)	\$12.00 (40%)

Licensee Fees/ Rights for Sale

Rights for unlimited use of **one program** for 3 years \$50,000.00

Option to renew for 3 more years \$10,000.00

All Train the Trainer and Facilitator Fees are additional

Rights for Sale

The rights to **all** of Service Quality Institute's technology can be purchased for a lump fee. You can duplicate our technology for 3 years with a 3 year renewal option. The technology cannot be sold to other firms. Discuss pricing with your Service Quality Institute.

Customer Service Certification

Certified Customer Service Leader (CCSL)

	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
Leading Empowered Teams (2 days)	\$ 849.00	\$ 594.00	\$ 509.00
Feelings (1 day)	<u>\$ 248.00</u>	<u>\$ 174.00</u>	<u>\$ 149.00</u>
Total	\$ 1097.00	\$ 768.00	\$ 658.00

(Includes Participant Material for Leading Empowered Teams and Feelings)

Certified Customer Service Trainer (CCST)

	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
Leading Empowered Teams (2 days)	\$ 849.00	\$ 594.00	\$ 509.00
Feelings (1 day)	\$ 249.00	\$ 174.00	\$ 149.00
Train-the-Trainer (1 day)	<u>\$ 999.00</u>	<u>\$ 665.00</u>	<u>\$ 570.00</u>
Total	\$ 2097.00	\$ 1433.00	\$ 1228.00

(Includes participant & facilitator material for Leading Empowered Teams and Feelings. This includes the license fee to teach these programs using Service Quality Institute purchased materials.)

License Fee for Additional Participant Materials:

Leading Empowered Teams (81%-88% Discount)

	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1-99	\$150.00 /person	\$105.00	\$90.00
100-249	\$130.00 /person	\$91.00	\$78.00
250-499	\$115.00 /person	\$80.50	\$69.00
500+	\$ 95.00 /person	\$66.50	\$57.00

Feelings –Any Version (90%-94% Discount)

	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1-499	\$21.00/person	\$14.70	\$12.60
500-2499	\$18.00/person	\$12.60	\$10.80
2500+	\$15.00/person	\$10.50	\$ 9.00

Online Learning

Service Quality Institute Online

Online Programs

Coaching for Success	Empowerment: A Way of Life
Feelings for Professionals	Remember Me
Feelings Retail Service	Loyal for Life
Healthcare With Feelings	Exceptional Service
Handling Irate Customers	Speed
Moving Up	Service First Video Library

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 99	\$97.00	\$67.90	\$58.20
100 - 249	\$77.00	\$53.90	\$46.20
250 – 499	\$62.00	\$43.40	\$37.20
500 – 2,499	\$47.00	\$32.90	\$28.20
2,500 – 4,999	\$32.00	\$22.40	\$19.20
5,000 +	\$19.00	\$13.30	\$11.40

You can mix and match for volume discounts

Online Certification Sessions - 14 sessions.

Certification (14 Sessions)

- | | |
|---------------------------------------|--|
| 1. Quality Service Definition | 8. Employing the Strategy of Speed |
| 2. Customers and Their Decisions | 9. The Language of Positive Communication |
| 3. Understanding Customer Interaction | 10. Effective Communication |
| 4. Exceeding Customer Expectations | 11. Effective Telephone Techniques |
| 5. Working as a Team | 12. Handling Complaints and Service Recovery |
| 6. Feedback | 13. Service Attitude and Mindset |
| 7. Empowerment | 14. Quality of Work |

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
Each Individual Session	\$19.00	\$15.20	\$14.25
Certification - 14 Sessions	\$149.00	\$119.20	\$111.75

Distributor earns 25% commission and Consultant 20%

Strategic Seminars Creating a Strategy to Maintain a Service Culture

		<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
Keynote Presentation	US/Canada	\$ 15,000.00	\$ 12,000.00	\$ 11,250.00
	International	\$ 25,000.00	\$ 20,000.00	\$ 18,750.00

This 1-2 hour address will be tailored to the individual needs of the client. Any supporting documentation the client provides will be used to assist in preparation. The client can expect customization, some independent research, and a PowerPoint presentation customized for you.

4-hour Seminar	US/Canada	\$20,000.00	\$16,000.00	\$15,000.00
	International	\$25,000.00	\$20,000.00	\$18,750.00

The presentation will be tailored to the client and their marketplace. Information received on your organization will be read and used appropriately in the presentation. Independent research will be conducted.

Relentless (Half Day or One Day)

If you want your organization to grow and succeed long-term, you've got to be a service leader. To do that you've got to be "Relentless" \$25,000.00 \$20,000.00 \$18,750.00

Moving Up (Half Day or One Day)

Create a team of indispensable and extraordinary employees who want to move up. Remove self-imposed limits and help people believe in yourself. \$25,000.00 \$20,000.00 \$18,750.00

Empowerment: A Way of Life (One Day)

Learn how to drive an empowered workforce who will give your company a dramatic face lift and keep it competitive, strong, growing stable and customer focused. \$25,000.00 \$20,000.00 \$18,750.00

Achieving Excellence Through Customer Service (One Day)

This can be a highly dynamic, in-depth seminar to help you drive the service strategy with your leadership team and employees. The length of time allows discussion with the participants and a very customized presentation. \$25,000.00 \$20,000.00 \$18,750.00

Speed (One Day)

Do it Fast, Do it Now, Do it Right. Change the mindset and culture of your workforce. \$25,000.00 \$20,000.00 \$18,750.00

<p>Remember Me (Half Day or One Day) People love to hear their own name. Overcome your employees mindset, eliminate roadblocks in remembering and using a customers' name.</p>	<p>\$25,000.00</p>	<p>\$20,000.00</p>	<p>\$18,750.00</p>
<p>Loyal for Life (Half Day or One Day) How to take an unhappy customer, from hell to heaven, in 60 seconds or less is built around Service recovery and empowerment, based on my book Loyal for Life.</p>	<p>\$25,000.00</p>	<p>\$20,000.00</p>	<p>\$18,750.00</p>
<p>Strategies for Customer Service (Two Days) An in-depth seminar designed to create and build commitment to quality service throughout the organization.</p>	<p>\$35,000.00</p>	<p>\$28,000.00</p>	<p>\$26,250.00</p>

***There is no limit to the number of participants in any presentation.
 Multiple dates and programs are subject to discounted pricing
 A confirmation deposit is required at the time of contracting.
 Travel expenses are additional.***

Self Reading Books That Can Change Your Life

Relentless

Customer Service must be your core operating principle. Everything else revolves around that. You must be “Relentless” today, tomorrow and for all time. Intended for anyone who wants their organization to prosper by putting the needs of their customers first.

Achieving Excellence Through Customer Service – 13th edition

A best selling book by John Tschohl. Proven techniques and hundreds of practical ideas that develop customer satisfaction and loyalty - two ingredients to increase profits.

Moving Up

Learn how to become indispensable and extraordinary> Remove self-imposed limitations and learn how to move up.

Empowerment: A Way of Life

An entire workforce of empowered employees will give your company a dramatic facelift and keep it competitive, strong, growing and stable. Empowerment is all about creating an environment that gives employees the authority to make fast decisions to benefit the customer.

Loyal for life

Ideal for every executive and professional that needs to master the skill of service recovery and empowerment. Teaches you how to take an unhappy customer, from hell to heaven, in 60 seconds or less.

The Customer Is Boss

It provides specific steps you can take to both prevent bad service and change bad service to good service in a calm, reasoned, effective manner.

Cashing In

Somebody’s going to get a promotion and it might as well be you! **Cashing In** teaches service providers what it takes to make more money, get promotions and love their jobs.

	Relentless Book	Achieving Excellence/ Empowerment/ Moving Up	Loyal for Life /Cashing In <i>Customer is Boss</i>
<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Suggested Retail Price</i>	<i>Suggested Retail Price</i>
1 - 10	\$27.00	\$19.95	\$14.95
11 - 49	\$23.00	16.75	12.50
50 - 99	20.00	15.00	11.25
100 + 249	18.50	14.00	9.75
250+	17.50	13.00	9.00
Consultant/ Distributor			
1-24	\$16.20	\$12.00	\$9.00
25 +	13.20	\$10.00	\$7.50

Driving the Service Culture For Managers/Supervisors

Leading Empowered Teams For Service Quality □ Two Days

Suggested Retail Pricing with Facilitation For 2-Day Seminar

*Suggested
Retail Price*

- | | |
|---|------------------------|
| • 2-Day Customer Service Certification Seminar (per participant) | \$ 799.00 |
| • 2-Day In-House Seminar (per participant/minimum 10) | \$ 395.00 plus travel |
| • 2-Day In-House Seminar
(Includes up to 30 participants at your location) | \$ 8000.00 plus travel |

Service Quality Institute representative provides all materials and facilitating.

<i>Train-the-Trainer Seminar</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
• 4 Day Train-The-Trainer Customer Service Certification Seminar	\$2,097.00	\$1,433.00	\$1,228.00

Facilitator Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$500.00	\$350.00	\$300.00
5 - 24	\$425.00	\$297.00	\$255.00
25 +	\$350.00	\$245.00	\$210.00

Facilitator Package consists of: facilitator guide (information and detailed explanation of all class exercises) and PowerPoint on CD

Participant Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 99	\$150.00	\$105.00	\$ 90.00
100 - 249	\$130.00	\$ 91.00	\$ 78.00
250 - 499	\$115.00	\$ 80.50	\$ 69.00
500 +	\$ 95.00	\$ 66.50	\$ 57.00

Participant Package consists of: participant manual, and ***Achieving Excellence Through Customer Service*** book

One-Day Management Programs Designed for Managers
Coaching for Success
Attaining Excellence Generic
Five Star Service For Hospitality

Coaching for Success

Facilitator Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$1199.00	\$839.00	\$719.00
5 - 24	\$999.00	\$699.00	\$599.00
25 +	\$799.00	\$559.00	\$479.00

Facilitator Package consists of facilitator guide and Flashdrive or 2 DVDs

Participant Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 99	\$95.00	\$66.50	\$57.00
100 - 249	\$79.00	\$55.00	\$47.00
250 - 499	\$65.00	\$45.50	\$39.00
500 +	\$47.00	\$33.00	\$28.00

Participant Package consists of: participant manual, certificate of accomplishment, quality technique card and performance standard

Attaining Excellence and Five Star Service

Facilitator Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$500.00	\$350.00	\$300.00
5 - 24	\$425.00	\$297.00	\$255.00
25 +	\$350.00	\$245.00	\$210.00

Facilitator Package consists of: facilitator guide with PowerPoint on CD

Participant Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 99	\$60.00	\$42.00	\$36.00
100 - 249	\$50.00	\$35.00	\$30.00
250 - 499	\$40.00	\$28.00	\$24.00
500 +	\$30.00	\$21.00	\$18.00

Participant Package consists of: participant manual, certificate of accomplishment, quality technique card

1 day In-House Seminar facilitated by Service Quality Institute representative
 SQI provides all materials - \$200.00 per participant for Coaching for Success (minimum of 20) plus travel and \$150.00 for Attaining Excellence and Five Star (minimum of 20) plus travel

Implementation Options- Present all modules in a single one-day session or Conduct two half-day sessions

Feelings for Professionals
(Designed for call centers, financial institutions, and professional environments)

Healthcare With Feelings

Handling Irate Customers and Difficult Situations

* **Introductory Start up Special:** Includes leader guide, Flash drive or 3 DVDs (Flash drive or 2 DVD's for Handling Irate Customers) and 25 participant packages

Retail **\$1,699.00** *Consultant* **\$1,189.00** *Distributor* **\$1,019.00**

Facilitator Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$1199.00	\$839.00	\$719.00
5 - 24	\$999.00	\$699.00	\$599.00
25 - 99	\$799.00	\$559.00	\$479.00
100 - 249	\$699.00	\$489.00	\$419.00
250 +	\$599.00	\$419.00	\$359.00

Facilitator Package consists of: facilitator guide and Flash drive or a set of 3 DVD's (Flash drive or 2 DVD's for Handling Irate Customers).

Participant Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 499	\$21.00	\$14.70	\$12.60
500 - 2,499	\$18.00	\$12.60	\$10.80
2,500 - 4,999	\$15.00	\$10.50	\$ 9.00
5,000 - 9,999	\$12.00	\$ 9.60	\$ 7.90
10,000 +	\$10.00	\$ 8.00	\$ 7.00

Participant Package consists of: participant book, customer service performance standard, quality technique card, and certificate of accomplishment

Additional Leader Guides

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$149.00	\$111.00	\$95.00
5 - 24	\$129.00	\$ 97.00	\$83.00
25 - 99	\$119.00	\$ 83.00	\$71.00
100 - 249	\$109.00	\$ 78.00	\$68.00
250 +	\$ 99.00	\$ 74.00	\$64.00

Implementation

- Feelings is designed to be implemented in three sessions of 2-3 hours each
- Handling Irate Customers is designed to be implemented in **2 sessions** of 2-3 hours each.

Optional: One-day Train-the-Trainer Seminar (travel expenses are additional) -- \$1,500.00

In-House Facilitator -- \$125.00 per person – A minimum of 20 people

FEELINGS Service Retail (Designed for retail, service, car dealer and blue collar environments)
--

***Introductory Start up Special** Includes leader guide, Flash drive or 3 DVDs and 25 participant packages
Retail **\$1,499.00** *Consultant* **\$1049.30** *Distributor* **\$899.40**

Facilitator Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$999.00	\$699.00	\$599.00
5 - 24	\$799.00	\$559.00	\$479.00
25 - 99	\$599.00	\$419.00	\$359.00
100 - 249	\$499.00	\$375.00	\$325.00
250 +	\$399.00	\$319.00	\$279.00

Facilitator Package consists of: facilitator guide, Flash drive or a set of 3 DVD's

Participant Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 499	\$20.00	\$14.00	\$12.00
500 - 2,499	\$17.00	\$11.90	\$10.20
2,500 - 4,999	\$13.00	\$ 9.10	\$ 7.80
5,000 - 9,999	\$11.00	\$ 7.70	\$ 6.60
10,000 +	\$ 9.00	\$ 6.75	\$ 5.85

Participant Package consists of: participant book, customer service performance standard, quality technique card, and certificate of accomplishment

Additional Leader Guides

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$149.00	\$111.00	\$95.00
5 - 24	\$129.00	\$ 97.00	\$83.00
25 - 99	\$119.00	\$ 83.00	\$71.00
100 - 249	\$109.00	\$ 78.00	\$68.00
250 +	\$ 99.00	\$ 74.00	\$64.00

Implementation

- Designed to be implemented in three sessions of 2-3 hours each

Optional: One-day Train-the-Trainer Seminar (travel expenses are additional) -- \$1,500.00

Moving up

Empowerment: A Way of Life

Remember Me

Feelings Supermarket

*Introductory Start up Special

Includes leader guide, Flash drive or 2 DVDs and 25 participant packages

Retail **\$1,399.00**

Consultant **\$979.30**

Distributor **\$839.40**

Facilitator Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$999.00	\$699.00	\$599.00
5 - 24	\$799.00	\$559.00	\$479.00
25 - 99	\$599.00	\$419.00	\$359.00
100 - 249	\$499.00	\$375.00	\$325.00
250 +	\$399.00	\$319.00	\$279.00

Facilitator Package consists of: facilitator guide, Flashdrive or a set of 2 DVD's.

Participant Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 499	\$19.00	\$13.30	\$11.40
500 - 2,499	\$16.00	\$11.20	\$ 9.60
2,500 - 4,999	\$13.00	\$ 9.10	\$ 7.80
5,000 - 9,999	\$10.00	\$ 7.50	\$ 6.60
10,000 +	\$ 8.25	\$ 6.60	\$ 5.75

Participant Package consists of: participant book, customer service performance standard, quality technique card, and certificate of accomplishment

Additional Leader Guides

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$149.00	\$111.00	\$95.00
5 - 24	\$129.00	\$ 97.00	\$83.00
25 - 99	\$119.00	\$ 83.00	\$71.00
100 - 249	\$109.00	\$ 78.00	\$68.00
250 +	\$ 99.00	\$ 74.00	\$64.00

Implementation

- Designed to be implemented in three sessions of 2-3 hours each
- Remember Me is designed to be implemented in **2 sessions** of 2-3 hours

Optional: One-day Train-the-Trainer Seminar (travel expenses are additional) -- \$1,500.00

In-House Facilitator -- \$125.00 per person – A minimum of 20 people

Connections Learning System (International Only)

A higher education learning system. It is available in English and Spanish.

Basic Connections Package	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
	\$2,250.00	\$1,575.00	\$1,350.00

Basic Package consists of: facilitator guide, Flash drive or 1 DVD, 25 participant kits, free telephone consultation

Participant Kits

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 99	\$16.75	\$11.70	\$10.00
100 - 249	\$15.75	\$11.00	\$ 9.45
250+	\$14.75	\$10.30	\$ 8.85

Additional Leader Guides

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$139.00	\$97.30	\$83.40
5 +	\$115.00	\$80.50	\$69.00

Implementation

Designed to be implemented in three sessions of two-three hours each

✈ **Optional:** One-day Train-the-Trainer Seminar (travel expenses are additional) -- \$1,500.00

Traditional Classroom Courses

Partner pays for personalization and branding \$250.00

The Art of Satisfying Customers

Facilitator Kit with Video and 20 participant kits \$2,500.00
 Additional participant kits \$30.00 each

Advanced Customer Service

Facilitator Kit with Video and 20 participant kits \$2,500.00
 Additional participant kits \$30.00 each

Distributor earns 40% commission and Consultant 30%

Loyal for Life - One Session

Exceptional Service

***Introductory Start Up Special** Includes leader guide, Flash drive or 1 DVD and 25 participant packages.

Retail **\$999.00** *Consultant* **\$699.30** *Distributor* **\$599.40**

Facilitator Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$699.00	\$489.30	\$419.40
5 - 24	\$599.00	\$419.30	\$359.40
25 - 99	\$499.00	\$349.30	\$299.40
100 - 249	\$399.00	\$279.30	\$239.40
250 +	\$299.00	\$209.30	\$179.40

Facilitator Package consists of: leader guide with Flashdrive or 1 DVD.

Participant Package

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 499	\$15.00	\$10.50	\$9.00
500 - 2,499	\$13.00	\$ 9.10	\$7.80
2,500 - 4,999	\$11.00	\$ 7.70	\$6.60
5,000 - 9,999	\$ 9.00	\$ 6.30	\$5.40
10,000 +	\$ 8.00	\$ 5.60	\$4.80

Participant Package consists of: participant book, skill reminder card and certificate of accomplishment

Leader Guides for Additional Facilitators

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$149.00	\$104.30	\$89.40
5 - 24	\$129.00	\$90.30	\$77.40
25 - 99	\$119.00	\$83.30	\$71.40
100 - 249	\$109.00	\$76.30	\$65.40
250 +	\$ 99.00	\$69.30	\$59.40

- One session of approximately two hours
- One session of approximately four hours

Optional: One-day Train-the-Trainer Seminar (travel expenses are additional) -- \$1,500.00
In house facilitation in half day seminar - \$75.00 per person. Minimum of 20 people.

SPEED

***Introductory Start Up Special** Includes leader guide, Flash drive or 2 DVDs and 25 participant packages.

Retail \$1,299.00 Consultant \$909.30 Distributor \$779.40

Facilitator Package

<i>Quantity</i>	<i>Suggested Retail price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$899.00	\$629.30	\$539.40
5 - 24	\$699.00	\$489.30	\$419.40
25 - 99	\$499.00	\$349.30	\$299.40
100 - 249	\$399.00	\$339.30	\$256.40
250 +	\$299.00	\$254.30	\$195.40

Facilitator Package consists of: leader guide with Flashdrive or 2 DVD's.

Participant Package

<i>Quantity</i>	<i>Suggested Retail price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 499	\$17.00	\$11.90	\$10.20
500 - 2,499	\$14.00	\$ 9.80	\$ 8.40
2500- 4,999	\$11.00	\$ 7.70	\$ 6.60
5,000 - 9,999	\$ 9.00	\$ 6.30	\$ 5.95
10,000 +	\$ 7.50	\$ 6.00	\$ 5.25

Participant Package consists of: participant book, skill reminder card and certificate of accomplishment

Leader Guides for Additional Facilitators

<i>Quantity</i>	<i>Suggested Retail price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$149.00	\$104.30	\$ 89.40
5 - 24	\$129.00	\$ 90.30	\$ 77.40
25 - 99	\$119.00	\$ 83.30	\$ 71.40
100 - 249	\$109.00	\$ 76.30	\$ 65.40
250 +	\$ 99.00	\$ 69.30	\$ 59.40

Implementation Options

- Two sessions of approximately 2-3 hours each
- One session of approximately 1 day

Optional: One-day Train-the-Trainer Seminar (travel expenses are additional) -- \$1,500.00
One day In house seminar is \$125.00 per person. Minimum of 20 people.

Influence Customers, Eliminate Waste And Improve Productivity

Idea Campaigns (30 days)

Cost Reduction Campaign: Buck-A-Day

Customer Satisfaction Campaign: Good Idea

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
50 - 99	\$35.00	\$25.20	\$21.70
100 - 499	\$30.00	\$21.60	\$18.60
500 - 999	\$28.00	\$20.16	\$17.40
1,000 - 2,499	\$25.00	\$18.00	\$15.50
2,500 - 4,999	\$22.00	\$15.85	\$13.65
5,000 - 9,999	\$20.00	\$14.50	\$12.50
10,000 - 24,999	\$17.00	custom	custom
25,000 - 49,999	\$14.00	custom	custom
50,000 +	\$12.00	custom	custom

- Software to manage the campaign and measure results is included as part of the purchase price.
- Client is provided all materials.
- No charge for additional materials.

Service First Video Library

- **Available in English or Spanish**

<ul style="list-style-type: none"> • Series of 12 DVD's of about 15 minutes in length or all Sessions on 1 Flash Drive • 12 discussion guides (2-pages per video) • 12 answer sheets • Free access to our Web site's private, members only section • Comprehensive facilitator manual • Pricing is same for Flash Drive or DVD's 	<ul style="list-style-type: none"> • PowerPoint presentation (full color) • Full color certificates of accomplishment • Free unlimited technical support • Permission to copy discussion guides, certificates of accomplishment, facilitator manuals, and PowerPoint presentation • Free Executive Kit included with orders of 1-24 sets
--	---

1. Your Key to Customer Satisfaction	7. Value-Added Service
2. Teamwork Development	8. Effective Telephone Techniques
3. Handling Complaints and the Irate Customer	9. The Art of Satisfying the Customers
4. The Language of Positive Communication	10. Service Recovery
5. Effective Questioning and Listening	11. Empowerment
6. Exceeding Customer Expectations	12. Total Quality Service

10 Installment Pricing with no Interest (12-Session Set)

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$199.00	\$139.00	\$119.00
5 - 9	\$169.00	\$110.00	\$93.00
10 - 24	\$139.00	\$ 97.00	\$83.00
25 - 99	\$109.00	\$ 76.00	\$65.00
100 - 249	\$ 89.00	\$ 62.00	\$53.00
250 +	\$ 69.00	\$ 52.00	\$45.00

Special Price - 1 payment

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$1,697.00	\$1,188.00	\$1,018.00
5 - 9	\$1,497.00	\$1,048.00	\$898.00
10 - 24	\$1,297.00	\$908.00	\$778.00
25 - 99	\$1,097.00	\$768.00	\$658.00
100 - 249	\$ 897.00	\$628.00	\$538.00
250 +	\$ 697.00	\$488.00	\$418.00

Individual Sessions

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 4	\$225.00	\$157.00	\$135.00
5 - 9	\$195.00	\$136.00	\$117.00
10 - 24	\$165.00	\$115.00	\$99.00
25 - 99	\$135.00	\$94.00	\$81.00
100 - 249	\$105.00	\$73.00	\$63.00
250 +	\$ 85.00	\$59.00	\$51.00

Executive Kit

1 - 24 Free Free Free
(John Tschohl speaking Video and a copy of Achieving Excellence Through Customer Service.)

SFVL Marketing DVDs or Flash drive

<i>Quantity</i>	<i>Suggested Retail Price</i>	<i>Consultant Price</i>	<i>Distributor Price</i>
1 - 9	\$10.00	\$10.00	\$10.00
10 +	\$5.00	\$5.00	\$5.00

Promotional Materials

Brochures

	<i>Consultant/Distributor Price</i>
SQI Corporate	\$.75
SQI Corporate: Spanish	\$.75
Instructional Design Brochure	\$.15
Creating a Service Culture	\$.15
Leading Empowered Teams for Service Quality	\$.50
Leading Empowered Teams for Service Quality Spanish	\$.50
Coaching for Success - 4 page	\$.50
Coaching for Success: Spanish - 4 page	\$.50
Feelings for Professionals Brochure English - 4 page	\$.50
Feelings for Professionals Brochure Spanish - 4 color page	\$.50
Feelings Retail - 4 page	\$.50
Feelings Retail Spanish - 4 page	\$.50
Healthcare With Feelings 4 page	\$.50
Healthcare With Feelings Spanish - 4 page	\$.50
Exceptional Service (One Session)	\$.50
Exceptional Service (One Session) Spanish	\$.50
Remember Me 4 page	\$.50
Remember Me Spanish - 4 page	\$.50
Empowerment: A Way of Life 4 page	\$.50
Empowerment: A Way of Life Spanish 4 page	\$.50
Attaining Excellence for Managers:	\$.25
Attaining Excellence for Managers: Spanish	\$.25
Customer Service Excellence Concept Overview	\$.20
Five Star Service	\$.50
Five Star Service: Spanish	\$.50
Service First Video Library	\$.50
Service First Video Library: Spanish	\$.50
Campaign Reduce Cost - 4 Page	\$.50
Campaign Reduce Cost: Spanish	\$.50
Kane Magnetics BAD Idea	\$.40
Loyal for life Training Program	\$.50
Loyal for Life Training Program Spanish	\$.50
Speed Brochure English - 4 page	\$.50
Speed Brochure Spanish - 4 page	\$.50
Moving Up Brochure English - 4 page	\$.50
Moving Up Brochure Spanish - 4 page	\$.50
Certificate Seminar	\$.50
Higher Education Online Certification/Traditional Classroom	\$.50
Handling Irate Customers English (4 Page color)	\$.50
Handling Irate Customers Spanish (4 Page color)	\$.50

Customized/Personalized Materials (Samples)

Personalized Participant Book	\$ 1.50
Customized Leader Guide	\$ 10.00
Customized DVD	\$ 10.00

Miscellaneous Marketing Support

Personal Success Plan for Excellence	\$.30	
Testimonial Letter Package	\$ 5.00	
Time Article Reprint	\$.50	
John Tschohl Keynote Speaker Packet	\$ 10.00	
John Tschohl Keynote Speaker Packet: Spanish	\$ 10.00	
John Tschohl Speaking DVD / Flash drive		\$ 10.00
FEELINGS Train-the-Trainer Outline	\$100.00	
Exceptional Service Train-the-Trainer Outline	\$100.00	
Idea Campaign Sales Rep Manual	\$ 25.00	
Idea Campaign Sales Rep Manual: Spanish	\$ 25.00	
ProfitTracker User Manual (BAD Software)	\$ 10.00	
Innovation Manager User Manual (GOOD Software)	\$ 10.00	
BAD Coordinator Manual	\$ 50.00	

Marketing

E-Service/Selling and Marketing Ideas	\$ 5.00
How to Grow Your Business with SQI	\$ 5.00
Building a Sales Organization Products (2 CD ROMs)	\$ 7.00
Higher Education Marketing	\$ 5.00
How to Become a Master Licensee	\$ 5.00
SFVL Marketing	\$ 5.00
Branding with Carmen Velasco	\$ 5.00

Marketing Flash drive or DVD's

Service First Video Library Marketing English and Spanish	\$ 10.00
BAD Coordinator Guide	\$ 10.00
GOOD Coordinator Guide Video	\$ 10.00
3 Year Service Culture Plan by John Tschohl	\$ 10.00

Channel Partner Training Videos (8) on Flash drive

\$15.00

- Part 1 "The Strategy"
- Part 2 "Leading Empowered Teams"
- Part 3 "Feelings"
- Part 4 "Remember Me, Loyal for Life, Speed"
- Part 5 "Empowerment, Exceptional Service, Moving Up"
- Part 6 "Service First Video Library"
- Part 7 "Handlingirate Customers"
- Part 8 "GOOD and BAD Campaigns"

Pricing for Customization and Personalization

We sell off the shelf, customer service training programs. Large organizations often prefer to personalize book covers and introductions to the video. We offer these at our cost. Some prefer to totally have the leader guide rewritten, video re-shot and participant book redone. All keep the concept.

NO Commissions are paid on any customization or personalization. This covers SQI's cost of goods to vendors. The more an organization customizes the more ownership they have and the more they buy.

Full Customization

\$49,500 Plus travel expenses per Diem rates if filmed outside the Cincinnati area are not included.

This is SQI's cost we pay to our outside vendors. Your video firm can also be used. Our goal is to make money-selling product, not money on customization or personalization. This includes on the Feelings concept up to 60 minutes of new video, video scripting, talent and editing. Client is responsible for providing SQI camera-ready artwork for the leader guide, participant book, certificate of completion and quality technique card. At time of filming we will also shoot a 90 second introduction by your top executive.

Personalization Book Covers
Include printing the cover, binding plates and negatives.

\$650.00

Personalization Leader Guide Covers, Spines and Inside cover
Camera ready artwork required

\$150.00

Certificates of Accomplishment
Camera ready artwork required

\$50.00

DVD Jackets and face labels
Camera ready artwork required

\$100.00

Edit of Video Introduction to Session One of Video

\$125 Includes new master

Higher Education Partnering Arrangement

Online Certification Sessions Partner Personalization & Branding **\$1,250.00**

Branding of Traditional Classroom/Open Enrollment **\$250.00**