



# PRESENTING THE BRAND THAT FITS THE MAN WE KNOW AS JOHN TSCHOHL LIVE IN HARARE

JOHN TSCHOHL THE INTERNATIONALLY RECOGNIZED SERVICE STRATEGIST

*"I believe in practicality, simplicity and common sense."*

*"I believe people are generally less interested in theory; my success with audiences lies in the fact that I focus more on implementation. Actions equal results!"*

*"I believe anyone can say something complicated, but few people can make the complex simple and easy to understand."*

*"I believe academia turns people off. Real world examples are easier to understand and stimulate responses."*

*"I believe easily adapted strategies that are simple to understand."*

*"I believe that if you treat your customers and employees right they will take your business to the top."*

*"I believe success is doing what you think is important..."*

**John Tschohl**

FROM GURU TO STRATEGIST THE BIRTH OF AN EXCITING BRAND...

Who is John Tschohl?

Author, Speaker, Trainer, Entrepreneur, Sportsman, International Traveler, Customer Service Guru, and so much more...

## Core BRAND Values

### THE FOUNDATION OF JOHN'S BRAND

Strategy, Empowerment, Credibility, and Practicality

**Strategy-** is the economic engine vital to a company's success. It's the lifeblood of any organization.

#### BRAND VALUE - STRATEGY

**Empowerment-** is teaching good people to bend rules, take risks and use their power to make great decisions, quickly.

#### CORE VALUE - EMPOWERMENT

**Credibility-** based on to over 45 years of experience, a successful track record and recognition that borders on celebrity status.

#### CORE VALUE - CREDIBILITY



**Practicality-** allows complicated concepts to be delivered in a fun, focused, easy to understand manner. I embrace common sense strategies that fuel business growth while developing people.

#### CORE VALUE - PRACTICALITY

## What is a brand?

*A brand is the essence of a product, service or individual.  
A brand has perceived value and people have emotional attachments to their brands of choice.  
People are willing to pay more for their favorites.*



# Personality Traits

## THE LIFE OF JOHN'S BRAND

Focused, Friendly, Dynamic, and Confident

**Focused-** My message is consistent, my passion lies solely in customer service and I refuse to get off track. I am always in the same game and its where success thrives.

### PERSONALITY TRAIT -FOCUSED

**Friendly-** People are attracted to my free-spirited, easy to work with, approachable personality. I am as down to earth, warm, and as caring with front line employees as I am with top executives of all cultures.

### PERSONALITY TRAIT -FRIENDLY

**Dynamic-** Goal oriented, driven and motivating, I strive to succeed and help others to do the same. I am excited and passionate about life.

### PERSONALITY TRAIT -DYNAMIC

**Confident-** Personally and financially successful, a self-worth that borders on egocentric, I have a strong belief in myself and others. I do what I say I will and accomplish what I set out to do.

### PERSONALITY TRAIT -CONFIDENT

*"Thanks you for the inspiring seminar that you lead our top 500 team into a new customer service paradigm. Everyone enjoyed it."*

*Tewolde Gebremariam, CEO  
Ethiopian Airlines*

*"John Tschohl is a global thinker and the authority on customer service. He is Mr. Service."*

*Herman Gref, CEO  
Sberbank*

*"John Tschohl gets it: companies have nothing without customer success. John is the guru when it comes to customer service, understanding and explaining how every interaction with a customer can help, or hinder, a company."*

*Marc Benioff, Chairman & CEO  
Salesforce.com*

*"Thank you John for giving us even more tools to create FANS NOT CUSTOMERS."*

*Vernon W. Hill, II  
Founder/Chairman Commerce Bank &  
Metro Bank London  
Chairman: Republic Bank  
America's #1 Bank for Service*

## What John Tschohl Brings to Clients RESULTS

Products offered in 11 languages	Represented in 40 countries	Cutting Edge Technology allows consistent update of programs	First and best Customer Service Programs Feelings
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## John's Strengths DRIVEN TO SUCCEED

Wealth of Knowledge	Celebrity Status	Longevity with Topic	Expert Team
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## John Tschohl Speaks CHANGES ATTITUDES AND BEHAVIORS

Extensive research to over 45 years proven track record	Offers practical ideas	Message designed to create an emotional buy-in	Powerful delivery that engages audiences at all levels of organization
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## Looking Forward EXCEEDS EXPECTATIONS

International Media Blitz	Aggressive Marketing Strategies	New Book Relentless: Making Customer Service Your Core Principle	Resources to Fund the Mission
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# Proven Process for Driving a Service Culture

**Strategy:** Build passion and strategy with service strategist and customer service guru, John Tschohl

**Leadership:** Develop your leaders to manage, motivate and lead an empowered customer driven workforce and reduce the friction that prevents an awesome customer experience.

**Tools:** Use our proven certification seminars and training programs to change attitudes and behaviors and develop Customer Centric employees.

## 9 Principles of Creating a Service Culture

**Relentless Strategy:** Focus on strategy. You must be Relentless and it has to be a way of life.

**Reduce Friction:** Remove stupid rules, policies and procedures.

**Empowerment:** Empowerment is the backbone of great service. Everyone must be empowered.

**Speed:** People today expect and want speed. You must drastically reduce the time for everything you do.

**Training:** All employees must be trained on customer service with something new and fresh every few months. Ninety-nine percent of customer interaction is with your front line employees. They are the least trained, least valued, least paid and the face of your organization

**Remember Your Name:** The most precious thing to a customer is their name. Remember it and use it.

**Service Recovery:** When you screw up you must keep the customer and all employees must practice the 4 skills of service recovery.

**Reduce Costs:** Price is critical with all customers. Service leaders are frugal and always looking for ways to reduce costs. All my research shows service leaders are aggressive at eliminating waste and costs.

**Measure Results:** You must measure the results of creating a service culture to keep top management passionate about this process, the financial investment and time required.

## Blueprint to Become a Customer Service "Rockstar"

**I. Feel Good About Yourself:** We need to like ourselves. Give yourself a pat on the back for a job well done. Accept compliments gracefully. Appearance is important. A positive attitude gives us more self-confidence.

- *Always ask yourself if attitude was contagious would you want anyone to catch yours?*

**II. Practice Habits of Courtesy:** Treat people with respect. Customers have Feelings too. Don't treat them like a number or show boredom toward others.

- *"Customers judge you by: the way you look, what you say, how you say it, what you do, and how you do it" - Dale Carnegie*

**III. Give Positive Communications:** Use caring communication and use people's names. Being prompt and efficient really counts. Say "Thank You" and Smile. Your tone of voice says a lot. Body language is 55% of communication. Verbal and voice tones reflect your mood.

- *Always tell your customers what they can do not what they can't do.*
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# Proven Process for Driving a Service Culture

## Blueprint to Become a Customer Service "Rockstar"

**IV. Perform for the Customer:** Customers expect performance with speed. They aren't interested in our problems and excuses. Take pride in a job well done. Poor quality comes from poor attitude. Set high standards. Deliver on promises. Do more than the minimum.

- *When you can't meet expectations manage expectations.*

**V. Listen Carefully:** Ask questions and listen. Get in tune with your customers situation, their attitudes and needs. Anticipate, read between the lines, ask questions, get involved... to show you care and to know what will satisfy the customer.

- *Actively listen as if you plan to report what you learned to someone else.*

**VI. Learn and Grow in Your Job:** Learn about your company, products, and customers. Limited job knowledge reduces performance. Learn about one new product or service everyday so you can communicate with it in a better way. A customer can tell in seconds if if you know your products and services. With learning comes self-fulfillment. Move up and believe in yourself. Don't wait for someone to give it to you, go after it.

- *Learn about one new product or service everyday so you can communicate with it in a better way.*

## Investment

RTGS\$266,000.00 FOR EARLY BIRDS

## Date

24 NOVEMBER 2022

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