



MAURER CONSULTING GROUP

Business Strategies for the Design & Furnishing Industries

Move Your Customer Experience to WOW!



Do you take for granted the customer service you provide is considered, "EXCELLENT" by your customers and clients? Have you ever actually asked your clients for feedback after a project is complete or a sale is finalized? If you have asked, were you satisfied with the response? Would you be surprised to learn customers only rated your service level as 'OK' or 'fine'? "OK" and "fine" are not the stuff from which long-term, loyal customers are made. Don't be afraid to find out what your customers think -- it is critical to your success that you know exactly how they feel so you can do something about it. Move from "OK" to "WOW!" and keep clients coming back for more.

In today's rapidly changing marketplace, it is critical for all businesses to brand and market themselves, their products and services aggressively. **Terri L. Maurer, FASID**, President of Maurer Consulting Group, puts her experience and knowledge to work to help you understand the changes happening in the marketplace and the need for every business owner and entrepreneur to differentiate themselves from competitors.

More and more competition is entering the marketplace, and alternate sources of information, products and services are becoming available to consumers. Business owners and entrepreneurs must learn to differentiate themselves from the pack in order to survive in today's competitive market. Just being in the race isn't enough anymore. Those wishing to succeed and grow have to shine in order to stay in, and win the race.

Participants in "*Move Your Customer Experience to WOW!*" will learn how to move beyond 'normal' or 'average' levels of customer service and stand out, providing 'exemplary' customer service that provides a memorable experience for customers dealing with them. To achieve this elevated level, participants will learn about the need to analyze the processes and systems under which they operate, to determine how, or if, they support exemplary customer experiences. They will also learn to focus customer service efforts from an external point of view – that of the customer. Maurer will share examples of what a number of major corporations do to provide exemplary customer experiences – what The Best of the Best are doing to move in the direction of "WOW!" customer experiences.

Who Should Attend?

This program was developed for small and mid-sized business owners and entrepreneurs interested in standing out from the crowd of competitors in today's over crowded marketplace. Those who don't 'shine' will be lost in the crowd of mediocrity. The information provided in "*Move Your Customer Experience to WOW!*", applies to any type of business seeking the means to differentiate itself in a competitive marketplace.

For More Information:

For more information regarding this program, other timely business seminar topics or keynotes by Maurer Consulting Group, contact Terri Maurer at 330.666.0802 or tlmaurer@maurerconsultinggroup.com.



Terri L. Maurer, FASID

Terri L. Maurer, FASID, is president of Ohio-based Maurer Consulting Group (MCG), a strategies group focused on helping clients plan for and implement their unique vision of success. Following a logical path of discovery and development, a road map to your organization's success is created.

Maurer's popular business programs have been well received at NEOCON (Chicago, Atlanta, Los Angeles), IIDEX, the TFM show, ASID 'Interiors' and National Wood Flooring Association (NWFA) conferences, 'Coverings' as well as numerous local chapters of ASID, NKBA and NWSID. NCIDQ certified since 1983, Maurer earned her degree in Interior Design from Kent State University. Maurer has nearly 30 years of commercial interior design and business experience in a number of different business models. A past national president of ASID, Terri is a nationally and internationally recognized speaker and educator on business planning, strategic planning, marketing and generational diversity.

Maurer has written a book, "*Interior Design in Practice: Case Studies of Successful Business Models.*" with co-author, Katie Weeks. The book is due out in December 2009, through Wiley and Sons, Inc. Publishers.