



Presented by
Tourism Industry Association of New Brunswick (TIANB)

Two sessions are being offered choose

- **Wed. February 8, 2012**
- or
- **Wed. February 29, 2012**

2:00p.m. – 6:00p.m.
Business Resource Centre Boardroom
40 King Street

Cost: \$50 plus HST per session
(Deadline: Friday prior to session)

Sponsors



Did you know that it costs five to six times more to attract new customers than to keep old ones? In addition, customer loyalty and the lifetime value of a customer can be worth up to 10 times as much as the price of a single purchase. This workshop teaches the basics of providing excellent and consistent customer service. It focuses on the important role of the individual in building client loyalty and creating a positive impression of the business."

Why Train Your Retail Staff?

Training INCREASES:

- Workers skills and motivation
- Productivity
- Employee commitment to their job
- Quality of service
- Customer satisfaction
- Repeat business
- Efficiency resulting in financial gains
- Business sustainability

Training DECREASES:

- Need for supervision
- Customer complaints
- Absenteeism
- Employee turnover
- Cost of operation

contribute develop grow

Yes, I/we will attend the Retail Host Session. Please register me/us for February 8 February 29

Name(s): _____

Company: _____ Phone: _____

Enclosed is my/our cheque for \$ _____ Please Bill: Visa _____ MasterCard _____

Card #: _____ Exp. _____ Signature: _____

Register & payments online: www.sjboardoftrade.com **Phone:** 634-8111 • **Fax #:** 632-2008 •
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