

Discover how you can **GROW** your business  
... even in challenging times!

# Ron Kaufman

Best-selling Author of 'UP Your Service!'

Achieve Superior Service

Increase Customer Loyalty

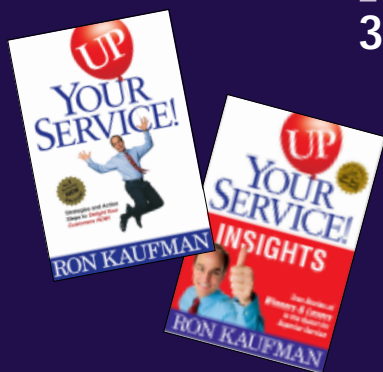
Build Strong Partnerships

Create Dynamic Cultures



## The Secrets of Achieving Superior Service™

30 September 2003, Grand Hyatt Singapore



**Upbeat** Practical  
**Entertaining** **Impactful**  
**Inspiring** Rewarding

# A dynamic, lively and enlightening seminar with Asia's leading expert in Service Partnerships and Customer Focus.

A full day training featuring all three of Ron's most popular and powerful presentations: "The Secrets of Superior Service", "Partnership Power" and "Service Encounters of the Third Kind". An extraordinary opportunity to educate and motivate your entire service team. Don't miss this day of high content, energy and impact! See you there!

## Build Your Business

Discover how you can move up from *Transaction Satisfaction ... to Reliable Relationships ... to growing Win-Win Partnerships*. Partnering is important today and will be even more essential tomorrow.

## Get More "Bang" for Your Buck!

Committed vendors and suppliers can help you **save more money**. They can offer you a better deal today and bring you powerful new ideas tomorrow.



How can you **increase the loyalty** of your most valuable customers?

How can you **build stronger partnerships** with your suppliers?

How can you **collaborate better** with your allies and business partners?

How can you **improve internal partnerships** between different departments?

How can you **boost productivity and morale** amongst your staff?

## Increase Your Profits

Boost customer loyalty and get more referrals. Happy customers spend more and more often! Positive word-of-mouth about your service will bring you a steady stream of new customers too.

## Develop a Powerful Service Culture

Strong internal partnerships turn vision into action and great ideas into tangible and positive results. Learn how you and your people can build a strong culture that supports customer relationship management.



Learn **20 proven ways** to deepen commitment and increase the profitability of your best customers.



Discover what **world class organisations** do to create mutually beneficial long-term customer-supplier agreements.



Find out what are the **8 best practices** that separate winners from the rest and how you can apply these practices?



Identify **15 specific action steps** to help your team to work more closely, quickly and effectively together.



Culture counts! **Learn what to do and what to avoid**. How to keep your team motivated and focused on success.

## This Seminar is for YOU!

This seminar is perfectly suited for everyone who wants to solve real problems, achieve positive bottom-line results and expand business especially in challenging times. From owners, entrepreneurs and management of all organisations to front-line sales and service staff, you find this seminar practical and effective. Break through the old mindset and trigger action by signing up for this seminar NOW!

More than one million people have been inspired by Ron's high-energy and insightful presentations around the world. He makes practical education engaging, effective and fun! Now you too can benefit from the global expertise of this uniquely innovative speaker. For more information on Ron Kaufman, including FREE video, audio, articles and monthly newsletter, visit [www.RonKaufman.com](http://www.RonKaufman.com)

## Seminar Schedule

Registration 08:15 – 09:00 hours

Seminar 09:00 – 17:00 hours

Buffet lunch, morning and afternoon tea-breaks are included.

## REGISTRATION FORM

To register, contact  
**Partners Conference & Event Management Pte Ltd** at  
 Tel: 65-6786 7363 Fax: 65-6786 3282  
 Email: [enquiries@partners-conference.com](mailto:enquiries@partners-conference.com)

## YES! Please register me / us

Name of Delegates	Designation	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

## Approving Manager

Name: \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_

Organisation: \_\_\_\_\_ Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

## Methods of Payment

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### Cheque

Please make your crossed cheque payable to  
**Partners Conference & Event Management Pte Ltd**  
 Kindly mail your cheque and registration form to:  
**Partners Conference & Event Management Pte Ltd**  
 2 Flora Drive, #08-36, Singapore 507025

## Our Delighted Delegates Speak Out!

*"BEST Seminar I've ever attended!"*

- Loh Hak Chong, Client Relationship Manager, StarHub Pte Ltd

*"Enjoyed the seminar. Ron is one of the most energetic and passionate presenters I have seen. Very credible."*

- Goh Swee Chen, Director, Procter & Gamble (Asia) Pte Ltd

*"Ron is excellent, knowledgeable and well prepared."*

- Hans Koh, Sales, Singapore Cable Vision Ltd

*"Highly informative, entertaining. A great way to learn from presenter. An effective way of presentation and training."*

- Amanda Yam, Resource and Development Manager, Opus IT Services Pte Ltd

*"Very enjoyable and well tailored class. Very lively. Well done, Ron and Partners Conference & Event Management."*

- Hong Pek Kuan, Executive, Singapore Immigration and Registration

## SPECIAL PROMOTION!!!

Normal Fee is S\$495 nett per participant.

**3** participants at S\$465 each

**7** participants at S\$425 each

**13** participants at S\$395 each

\* Only one discount is applicable at any one time.

**15% Discount!**  
 Register before  
 31 July 2003

**Early Bird Savings!**

**10% Discount!**  
 Register before  
 31 August 2003