

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

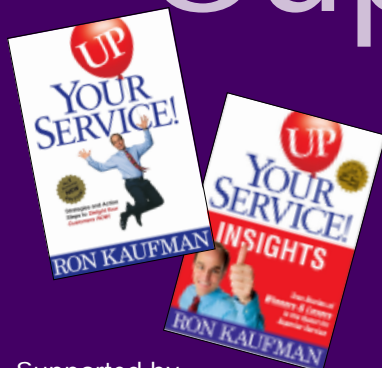
Build Strong Partnerships

Create Dynamic Cultures



The Secrets of Achieving Superior Service™

25 March 2004, Grand Hyatt Singapore



Supported by:



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 the best elements 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

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

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: _____

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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!

- "The seminar is very beneficial to any service oriented organization. I feel I gained a great deal of knowledge just in a short span of a day."
- Henry Lim, Aftersales Manager, Performance Motors Limited
- "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
- "Good tips on service. Lively, dynamic and interesting!"
- Lim Boon Huat, Managing Director, Rohde & Schwarz Support Centre Asia
- "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

GROUP DISCOUNTS

Normal Fee is S\$495 nett per participant.
3-6 participants a 5% discount
7-12 participants a 10% discount
13 participants and above, a 15% discount