



Heidi's Presentations and Workshops

Heidi's Signature Presentation:

It Was Good Enough For Dad

How often do we say, "...it's always been done this way..." either in 'my' business or in 'the' industry and we're doing fine. But is 'fine' good enough? Don't you want to take your business to the next level?

This presentation is about Customer Service in the 21st century – merging brick and mortar businesses with the electronic universe. You will:

- Learn to view Customer Service with new eyes – **seeing your business through the eyes of your customer.**
- **Discover the benefits** to your business of looking at Customer Service with new eyes.
- **Fullfilling your customer's expectations** before they walk through your door or click on your website.
- Integrating the human factor into your electronic business – it's not all about the 'Flash' and the color. There are **real people making those clicks.**

(This presentation can be 30 to 90 minutes in length. It can also be expanded into a workshop. All presentations can be customized to your industry.)

What Does Your Website and Email Really Say About You?

Heidi has **extensive business experience** where **email was the primary form of communication** with clients and vendors. Over the years she saw (and made) many mistakes in a communication form that is voiceless and flat. **Helping people overcome the pitfalls** of doing business electronically has become a passion for her.

This presentation is specifically geared to doing business electronically. It covers some of the **most common email and website blunders.** It reminds us that **we only have one chance to make a great first impression.** We will discuss:

- How does that sound? We will discuss ways to make sure that your **customer "hears" what it is you want to say.**

- Creating a 'voice' for yourself with email. Yes **you can have personality in email** communication.
- Illustrate some of the **biggest pitfalls to websites**. We will examine topics from so much Flash that the site is much too slow, or just plain busy – to **can your customer find the information they are looking for?**

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Does your Customer Need a Teddy Bear?

Sometimes we get so caught up in the day-to-day aspects of running our business, that we **forget we are dealing with individual human beings**. This holds true both for our internal customers (employees and colleagues) as well as our external customers (those people looking to buy our product or service).

Learning a few basics about personality types and expectations can carry us a long way in **meeting the more subjective needs** our customers. In this presentation we will:

- **Walk a mile in their shoes** – take a look at the situations that can impact people day-to-day, that can then impact their behavior and attitudes toward us and our products.
- Examine what their **expectations** are when they enter our business either in person or virtually.
- **Compare and contrast the Social Styles** (personality types) to learn how each of us has an innate way of looking at and dealing with the world.

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