

Customers

For

Life



*Transforming
Customers and Employees
Into Partners for Profit*

What Will Schutz Had to Say About Customers For Life:

“About a half century ago I began working on a theory of human relations. Over the years, it has been very gratifying to me to see the work that I have devoted myself to applied and expanded so competently.

Judith Bell and Gary Copeland have had vast experience in this arena, and bring to customer service a combination of strong theory and immensely practical techniques.

It is very likely that they have created an important and dramatic breakthrough to understanding customer service.”

~Will Schutz, Ph.D.

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What it is all about?

This three day experiential program shows you how to create conditions in which people feel so good about doing business with you that they become customers for life. We provide a unique approach and introduce a new attitude toward customer service-one that looks at how customers feel while doing business with you. We take you inside the customers' head to understand how they think, what they feel, and what motivates their decisions. Apply this "Customers for Life" approach with employees, your internal customers, to create committed, capable, and caring partners for profit.

Why Customers for Life?

In the past, the definition of a “customer” was simply someone we sold something to, someone who used our services. The way we obtained customers was to focus largely on product knowledge and sales techniques. CUSTOMER RELATIONSHIP MANAGEMENT was largely transactional—and often completely incidental.

Research has repeatedly proven that -

Business success is rooted in

- CUSTOMER SATISFACTION
- CUSTOMER RETENTION
- CUSTOMER LOYALTY

To create and maintain market share and compete successfully requires the skilled management of our relationships with our existing our potential clients. When we are successful at this, it results in our clients feeling valued, confident and respected as a consequence of our service delivery.

Our approach shows you how to create and manage relationships with your customers so that they will choose to be your Customers for Life!

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Who Should Attend:

- Leaders and managers who are interested in developing and using a customer focus as a strategic initiative to take the company to unparalleled levels of success.
- Human resource professionals and customer service personnel who lead change initiatives and desire the latest advancements in the customer service arena.
- Front line employees whose initial contact with customers can make or break a customer for life.
- Employees who have contact with internal or external customers and have the potential to reflect the company's values, beliefs and attitudes.

Key Principles



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What Are The Key Principles?

In the late 1950's, Will Schutz originated his FIRO-B and Human Element theories. Since then, they have gained wide acceptance, and are regarded as scientifically valid, world class tools, which help unlock the potential in individuals, teams and leaders.

Creating Customers for Life requires more than a quality product Delivered on time at a reasonable price. It means developing an environment of trust in which we treat each person with dignity and respect, and mandates that customers have positive, meaningful interactions with us.

ORGANIZATIONS KNOWN FOR PROVIDING GREAT CUSTOMER SERVICE go out of their way to ensure that customers feel valued, capable and well-liked.

TRULY EXTRAORDINARY ORGANIZATIONS create memorable experiences by instilling a sense of joy, fun and delight as well as delivering a top-notch product.

CUSTOMERS EXPERIENCE EXTRAORDINARY SERVICE when they feel good about themselves, when they maintain and even enhance their feelings of self-esteem as a result of the interaction which takes place while engaging in business with us.

TO CREATE THIS FEELING OF PERSONAL VALUE it is critical to pay attention to and foster the essential underlying feelings of our customers' self-esteem. This is the primary aim of the Customers for Life approach.

HOW DO YOU RATE YOURSELF and how do you rate your organization on providing these key components of extraordinary service?

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You Will Learn How To:

Use each customer interaction as an opportunity to create loyal customers who sing your praises.

Understand the customers' real motives as well as their hidden concerns and fears.

Clarify agreements and eliminate misunderstandings.

Avoid mistakes guaranteed to drive customers to your competitors.

Enhance employee retention by using the “Customer for Life” approach within the organization.

Transform challenging customers into devoted customers for life.

About The Trainers

Judith Bell

Gary Copeland

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Judith Bell

Judith Bell is a master facilitator and coach. She is a co-founder of Relationships That Work, Inc. and has been a Senior Associate and Consultant with BCon WSA International, In., formerly Will Schutz Associates, since 1981 where she contributed to the development of The Human Element seminar. Her knowledge of and expertise in the FIRO theory is well respected around the world and she applies this theory to all aspects of her work.

Will Schutz, Ph.D., Former President of Bcon/WSA International, Inc. writes, “As a consultant and teacher, Judith is creative and skilled at meeting each participant at his or her level. She is gifted in seeing people’s potential and helping them to realize it. This makes her an excellent coach as well. She establishes rapport quickly and develops an atmosphere of trust in which participants find themselves stretching the limits of their beliefs. Judith is able to support people in shifting their perception of an event so it becomes an experience from which to learn rather than evidence to be used against them. She has a rich sense of humor that she uses to help put people at ease.

Judith’s understanding and application of the FIRO theory has gained her international respect. There is no one whom I trust more to take the theory, my life’s work, expand upon it and innovate from it.”

Previously, Judith was chair of a Masters Program at Antioch University, San Francisco. For ten years, she developed and taught a wide variety of coursework and served as guest lecturer at many universities throughout the United States. She has also practiced as a licensed Marriage and Family Therapist since 1979. She and her husband, Daniel Ellenberg, Ph.D., co-authored *Lovers for Life: Creating Lasting Passion, Trust and True Partnership*.

Gary Copeland

Gary Copeland is an International Consultant in Management, Organizational Development, and Human Relations Who's Academic Background Is Balanced With Over 20 Years of Practical Experience Managing Programs and Leading Strategic Planning Efforts in the U.S. Public Health Service. He Understands the Pressures of Managing Million Dollar Budgets, Meeting Client Demands, Racing Corporate Deadlines, Operating Within a Myriad of Bureaucratic Regulations, and Mediating the Conflicting Priorities of Strong-willed Program Managers.

As a Former Commissioned Officer of the Indian Health Service, Gary Worked Extensively Throughout the Navajo and Hopi Reservations of the Southwest. As the Director of the Indian Health Service National Continuing Education Office in Phoenix, Arizona He Headed a Diverse Staff of Medical Educators Who Provided Continuing Education, Clinical Training, and Management and Executive Development for Health Care Professionals and Hospital Administrators.

Gary Has Consulted Widely Throughout the Public and Private Sectors on Leadership, Strategic Planning, Teamwork, Communications, Customer Service, and Increasing Individual and Group Productivity. His impressive client list includes NASA, General Motors, AT&T, Seagram, Shell, the U.S. Army Missile Command, and the U.S. Fish & Wildlife Service. He Holds a B.S. Degree in Pharmacy, a Master's in Public Health From Columbia University, a Master's in Human Resource Development From University Associates, and Is a Graduate of the University Associates Advanced Program in Organization and Human Resource Development.

An Avid Athlete, Gary Skied With the National Ski Patrol, Competed as a Rodeo Bare-back Rider, Played Volleyball With the Arizona State University Club Team, Backpacked Over 1,000 Miles of Grand Canyon Wilderness, Is an Enthusiastic (If Not Low Handicap) Golfer, and a Student of the Martial Art of Aikido.

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For More Information:

Relationships That Work, Inc. Continuing Education Provider

Relationships That Work, Inc. is an approved Provider of continuing education for MFTs/LCSWs by the California Board of Behavioral Sciences, #PCE 2907. 100% attendance is required; no partial credit for continuing education courses is given. Course meets the qualifications for 24 hours of continuing education for MFTs and LCSWs.

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