



# Chapter Meeting

## Washington Chapter

### CUSTOMERS LIE!

How many times have you had a misunderstanding with a customer (or anyone) because what they told you didn't match the situation? Why do customers get upset when you tell them about service limitations or concerns? What does the customer really mean when they say what they say?

How you interpret and respond makes the difference between a "problem" customer and a "cheerleader" customer. Since the customer's perception of your service can be more important than your service itself, you need to attend this seminar to learn the emotional signals behind a customer's words or actions.

Who should attend?

You, your employees, your spouse, and your friends... everyone can benefit from this presentation. Members that attended Gary's presentation two years ago reported a positive life-changing way of understanding ALL of their relationships.

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When: Thursday, February 9, 2012

5:45 PM – Socializing and dinner - Presentation to follow

Where: The Spaghetti Factory - Tukwila  
17100 Southcenter Pkwy #160

Cost: \$20 Member - \$30 non-member if pre-paid, add \$10 at the door

Call the CCINW office at 1.877.MY-CCINW with credit card info

About the speaker:

**Gary Benton** MC is a frequent local and national seminar speaker and trainer who addresses a number of different topics to a broad range of groups. He presents seminars such as: Managing Change in the Workplace, Improving Communication, Living With Teens, Developing a Vision and Mission, Dealing With Difficult and Angry Clients, Domestic Violence Treatment, Stress Reduction and Grief and others.

*All CCINW-WW chapter meetings earn ½ Clean Trust continuing education credit*

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