

Myra Golden

I have never seen a more poised, polished, and passionate speaker!

Cindy Hulsey, Training Manager, **Tulsa City-County Library**

If you're looking for

- Immediately applicable strategies for improved customer service
- Dramatic and immediate results in complaint response and customer retention
- Rich and relevant content customized for your business
- Interactive measurably effective customer service training
- High energy and a passionate delivery



You need Myra Golden, Customer Service Expert!

Myra is one of the customer service industry's most prominent trainers and is nationally recognized for delivering paradigm-shifting, measurably effective customer service programs that position employees to build, repair, and strengthen customer relationships. Her presentations are hallmarked with practical easy-to-implement strategies and she leaves audiences with the inspiration to truly make their new ideas work. Myra presents in-house customer service training programs, keynotes and general sessions, panels - both as a moderator and a panelist, and expert interviews.

Every Myra Golden seminar is participant-centered, using group interaction over 60 percent of the time. Myra is fiercely focused on empowering participants to arrive at their own answers and conclusions and to reach practical solutions.

She is a professional member of the National Speakers Association and is a recognized authority on increasing profitability through expertly planned customer recovery and customer win back initiatives. Myra has a Bachelor of Arts in Psychology and a Master of Human Relations. Myra's psychology background has uniquely positioned her to develop critically acclaimed programs for dealing with difficult customers and understanding the psychology of customer recovery.

I was very pleased with Myra's presentation, but even more so, I was left with a sense of new energy and desire to put her recommendations to use. I can't wait for Monday.

Tim O'Laughlin
The Coca-Cola Company

Myra Golden Biography

Myra Golden Seminars Founder & President, Myra Golden is one of service industry s'most prominent trainers and a highly regarded business growth strategist. Companies hire Myra and her team to help them achieve measurable growth by building, recovering, and strengthening customer relationships.



In 1999 Myra established Myra Golden Seminars after identifying the need for customer service professionals to be equipped with specific skills for responding to complaints and difficult customers in such a way that they completely regain goodwill and even strengthen loyalty after any service mishap. Her firm provides measurably effective training for some of the world s best-known companies, including Coca-Cola, McDonald s, Johnson & Johnson and Frito-Lay.

Her interactive customer recovery training programs and e-Learning programs have gained national attention and have made her an in-demand speaker at annual Society of Consumer Affairs Professionals conferences, Government Consumer Affairs conferences, and company annual meetings. She is a frequent contributor to the *Customer Relationship Management Journal*, publisher of a weekly eZine, author of *Beyond WOW*, and more than 200 articles.

Myra is the former global head of Consumer Affairs for Thrifty Rent-A-Car System, where she led a strategic team that regained the goodwill of unhappy customers and she worked with the company s loyalty program to create value for the most frequent customers. It was this position that taught Myra the bottom-line value of restoring customer confidence after service mishaps.

She has a Bachelor of Arts in Psychology and a Master of Human Relations. Myra s psychology background has uniquely positioned her to develop critically acclaimed programs for dealing with difficult customers and understanding the psychology of recovery.

Myra's Most Requested Speaking Topics

The Golden Method for Complaint Resolution positions companies to deliver a service recovery that absolutely WOWs customers...a recovery so complete and convincing that your once unhappy customers don't even think about defecting to the competition. This seminar kicks off with building an indisputable case for the bottom-line value of complaints, inspires a real appreciation for feedback, introduces the Golden Rules for Complaint Resolution and explores winning human relations skills and diplomatic communication skills to completely restore customer confidence after a service failure. Additionally, it helps companies stay out of court by most effectively handling product liability claims, avoiding damaging admissions, and quickly solving problems

This session is excellent as a half-day training event for Customer Care professionals and customer service professionals that handle complaints!

Beyond WOW Service is about identifying your best customers, WOWing them and keeping them for life. You'll learn specific strategies for building relationships with customers, creating superior value and developing a loyalty-marketing plan that strengthens the bonds of loyalty with the company's most profitable customers, resulting in growth and profit increase.

Audiences love this session as a keynote or general session.

Customer Win Back introduces a tremendous growth opportunity: proactively identifying customers who have left or who are on the brink of defection and developing a strategic initiative to try to win them back. Customer win back can lead to huge profit potential, but most companies simply let lost customers walk. We'll walk you through the 6 easy steps of a win back plan and present creative ideas for ongoing win back campaigns.

This paradigm-shifting session is ideal for a break-out session or roll-up-your-sleeves onsite program!

Managing & Motivating Generation X and Generation Y

Gain practical insights to help you manage today's workforce If you have had challenges understanding, managing, or motivating your Generation X (1965-1976) and Generation Y (1980 or later) employees, you're not alone. Few managers are naturally endowed with the specific skills, strategies, and smarts it takes to manage and motivate these young, unique, complex, and **talented** generations. **This is an insightful seminar that leads to a more productive and creative workplace.**



Recent Testimonials

Everyone who attended was treated to a phenomenal message delivered by an extremely talented speaker. Each one of us walked away with something new, and all of us feel we could have sat and listened to her for days!

One of her most impressive acts of preparation was the fact that she had done prior research on our organization so the teaching would directly relate to our company. This created a feeling that we had known Myra for years. Throughout the day, she presented useful information with a lively, upbeat style that kept us motivated. Humorous anecdotes were thrown into her lecture and lightened the mood of all who heard her.

Susan Lipe
A.V.P./Regional Manager
Arvest Bank

Thank you for speaking at the 2002 SOCAP Symposium in New York. Your presentation was well received, receiving a score of 4.7 out of 5!

M. Lauren Basham
Society of Consumer Affairs Professionals International

I was very pleased with Myra's presentation, but even more so, I was left with a sense of new energy and desire to put her recommendations to use. I can't wait for Monday

Tim O'Laughlin
The Coca-Cola Company

I appreciated all the pre-work you did to learn about McDonald's training and operational procedures. You did a great job of customizing your training to meet our specific needs. Also, it appeared as though the entire group was completely engaged and thoroughly enjoyed the training.

Beth Vickers
Director, McDonald's Customer Satisfaction Department

The only seminar I have ever considered excellent in every aspect.

Donna Gorum
Alabama Electric Corp, Inc.
Andalusia, AL

Here is a partial list of organizations that have worked with Myra Golden to build, restore, and strengthen customer relationships.

Food & Beverage

- Bama Companies
- Coca-Cola North America
- Coors
- Dannon
- Frito-Lay North America
- General Mills
- Jelly Belly Company
- Johnsonville Sausage
- McDonald's Corporation
- Oberto Sausage
- Slim Fast Foods Company
- SYSCO Corporation
- Tones Company
- Wegmans Food Markets
- GlaxoSmithKline
- Goodwill Industries
- HillsPet Nutrition
- IAMS
- Ihloff Salon & Day Spa
- InfoCision Corporation
- Jiffy Lube
- Kimberly Clark
- Kodak
- Kubota Tractor Corporation
- L'Oreal USA
- Michelin Tires, USA
- Midas International
- Montana Department of Labor
- NueroScience Institute
- Oklahoma Service Leaders
- Paul Davis Restoration of Tulsa
- Pirelli, Inc.
- Playtex Products, Inc.
- Procter & Gamble
- Roche
- Scotts Miracle Gro
- SkillPath Seminars, Inc.
- Special Olympics Illinois
- Special Olympics Oklahoma
- Spectron Co.
- Stride Rite
- Telerx
- Thrifty Rent-A-Car System, Inc.
- Tulsa City-County Library
- Vistakon, a division of Johnson & Johnson

Corporations (General)

- Align Technology
- Aon Innovative Services
- Arvest Bank
- AVEDA Corporation
- Bath & Body Works
- Bell Canada
- Brown & Williamson Tobacco
- Circuit City
- Doane Pet Care
- Dollar Rent A Car, Inc.
- The Federal Deposit Insurance Corporation
- FujiColor Processing, Inc.
- GE Capital



Resources by Myra Golden



Beyond Wow! Create customers for life and increase your profitability by deploying more than 50 immediate customer retention and growth tactics. Plus, learn to convert angry customers into life-long advocates.



The Dealing Effectively With Unacceptable Employee Behavior Info CD was designed to address the specific day-to-day reality of unending people challenges that call center leaders face, and it offers a set of real, not impossible, solutions to the problems of supervising, coaching, and progressive disciplining.



The Customer Recovery Guidebook includes the complete philosophy and content of our flagship seminar, *Beyond WOW Complaint Resolution*. Many of our clients use this Guidebook to design in-house training for customer service representatives and most report that this Guidebook pays for itself within days of reading!

Benefits of Hiring Myra...

- ***Arguable Expertise***...Myra's value to your organization is that she has worked in the field of customer service during her entire career. She's been a frontline customer service representative, a global head of consumer affairs, and consumer affairs advisor to some of the world's best-known companies.
- ***Unparalleled customization*** ..Myra limits her calendar to ensure exceptional customization so the program is a perfect fit for the specific needs of your group.
- ***Consultative approach*** ..Myra handles each speaking engagement as a miniature consulting assignment. Myra works with you prior to the engagement to identify your specific objectives and together you develop a program that guarantees results.
- ***Follow-up consultation*** .Myra will arrange for a follow-up teleconference, so after you have had a chance to begin applying the many skills and techniques you learned, you may call for additional instruction, or to ask new questions.



Company Fact Sheet

- What** **Myra Golden Seminars, LLC (MGS)**, one of the most prominent customer service training firms in North America, designs and produces customer service training and eLearning programs for customer care, call center, customer service department, and overall customer service improvement in large and mid-size companies.
- Who** MGS is headed up by Myra Golden, a former customer service representative and global head of consumer affairs. Myra established MGS after identifying the critical need in the service sector for customer service professionals to be equipped with specific skills for responding to complaints and difficult customers in such a way that they completely regain goodwill and even strengthen loyalty after any service mishap not simply responding to customer complaints.
- Established** 1999
- Company Growth** A privately held limited liability company, MGS has realized 50% growth in each of the last two years.
- Services** Services include:
- The Beyond WOW Complaint Resolution Workshop**, our flagship program, positions companies to deliver a service recovery that absolutely WOWs customers...a recovery so complete and convincing that your once unhappy customers don't even think about defecting to the competition. This seminar kicks off with building an indisputable case for the bottom-line value of complaints, inspires a real appreciation for feedback, introduces the Golden Rules for Complaint Resolution and explores winning human relations skills and diplomatic communication skills to completely restore customer confidence after a service failure. Additionally, it helps companies stay out of court by most

Company Fact Sheet Continued

effectively handling product liability claims, avoiding damaging admissions, and quickly solving problems.

Customer Service training, in which employees learn to effectively build, recover, and strengthen customer relationships for increased profitability.

E-Learning. MGS helps clients save thousands of training dollars by creating measurably effective, interactive, media-rich training videos once and then deploying for Internet viewing anywhere, anytime.

Live Webinars. MGS broadcasts live interactive supervisory webinars several times each year to help contact center leadership more effectively coach, motivate, train, and retain employees.

Market Intelligence

Tuesday Morning, a weekly eZine, delivers tips, tactics, and techniques to help customer service leaders and frontline service professionals effectively build, recover, and strengthen customer relationships.

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