

**Management Development Centre presents:**

## **DEVELOPING A SERVICE ATTITUDE AND BUILDING A SERVICE CULTURE**

Managing client and customer relationships is crucial for success in business and service industries today. This workshop will focus on principles from both marketing and personal selling that can help people manage relationships within an organization and with external constituents. Included will be such topics as developing a service attitude and culture, managing communication styles and developing communication-style flexibility, personal selling techniques that build customer relationships, and dealing with difficult people who have complaints.

**Dr. H.F. (Herb) MacKenzie** is an Associate Professor of Marketing at Brock University. Dr. MacKenzie is author of *Sales Management in Canada* and co-author of *Selling Today: Partnering to Create Value*, two best-selling texts. He has taught at institutions throughout Canada, Europe and the Middle East.

Two Wednesday evenings: Oct. 10 & 17, 2012, 6:30-9:30 p.m.

Chamber Education Centre, 1 St. Paul St., St. Catharines

\$249 plus HST