

SPONSORED BY:



APRIL 26

8:30 am
Registration
& Breakfast

9:00 am - 1:00 pm
Holiday Inn Clark
36 Valley Road
Clark, NJ 19428

TO REGISTER, PLEASE CONTACT

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MIND OVER MATTER:

NEW tools that will lead you to profitable actions

What would you do if you had extra money from your business in your pocket? Would you: (a) take money out of the business (b) diversify your company (c) develop a more profitable exit strategy? Do you find the future of your business intriguing or frustrating? It's all mind over matter.

Riding on the success of last year's Dealer Scorecard, Angus Energy will explore different approaches to help you:

- Clarify what **today's customer expects from you**
- Understand that while the demographics don't necessarily change, **they really do**
- Get a **360-degree view of your hiring and staffing** processes
- **Understand your instincts** and learn how they can add value or derail your company
- Determine if you have an **outward looking tendency vs. inward looking tendency**
- **Use your mindset to improve your business** instead of impeding your success

Connecting With Your Customers. It's More Than Just "Hello"

So you've taken your benchmarking to the next level. Using it to further refine your operations, examine processes, and increase efficiencies. But what about the customer experience? Is your marketing getting through? Are your employees delivering your message? And are you generating the results you deserve?

Ed Cardell, senior consultant for Warm Thoughts Communications, will cover the essentials of communicating in today's Customer Care environment. He'll share best practices to help you implement strategies that increase loyalty, generate revenue and keep more customers coming back to you.

Topics will include:

- Communicating via Social Media: the do's, the don'ts and the absolutely not's
- Identifying your USP and communicating it through all levels of the organization
- The Written Word in Today's World: mastering email communication for direct response
- Maximizing your inbound call opportunities and elevating your staff to generate results.



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You can also register online at:
www.angusenergy.com/seminar-registration