

The Dallas Chapter of WIFS Invites You to Attend

"Would You Do Business With You?"

Presented by

*Vickie Henry, CEO
FEEDBACK Plus, Inc.*

Did you ever wonder why some professionals always make their goals? Why do some sales associates run to assist customers? And why do your competitors continually get repeat business?

Since 1971, Vickie Henry's company, FEEDBACK Plus, Inc., has led the Mystery Shopping Industry. Featured in the *Wall Street Journal* as "**America's #1 Mystery Shopper,**" Vickie has taken her passion for customer service to an all time high. With more than a million mystery shops, the data from the 130,000+ FEEDBACK field evaluators and shoppers tells us what associates are (and are not) doing to satisfy the needs of customers. Vickie has become obsessed with the **WHY?** And she has gone straight to the source. She has conducted focus groups and one-on-one interviews with front-line sales associates, managers, and consultants. Vickie knows what it takes to get and keep customers and she knows how to motivate employees to do just that!

In her popular presentation "*Would You Do Business With You?*", Vickie shares these secrets which have been researched and analyzed for more than two decades. She also shares proven success techniques which you can take right back to your office and immediately see an improvement in your level of service quality. Whether you are in sales, management, or consulting, you will learn how to build your customer base, build a reputation which spreads like wildfire, and have a great time doing it.

And, last, but not least... Vickie has the answer to the question "*Would You Do Business With You!*" Recently, a list of possible attendees' telephone numbers was faxed to Vickie. **Chances are...she has done business with your office.** Who knows, your office may be presented with a certificate for excellence in telephone customer satisfaction.

Do not miss it!