



SERVES YOU RIGHT!

Susan Brooks

Service Enthusiast

Meet Susan Brooks

Susan Brooks is, and always has been, a service enthusiast! Also known as the "Cookie Queen," she began her multi-million dollar cookie gift and mail order company, Cookies From Home, literally *from scratch*, nearly 30 years ago. As co-founder, President, and visionary at Cookies From Home, Susan pursues excellence in both product and service, inspiring her staff to astonish and exceed customers' expectations. Her common sense approach to business and her intention to serve transformed her dream into the incredible success story it is today, bringing many business and professional awards and accolades along the way.

Her passion for service has been a major part of her success, dating all the way back to her first career in the classroom, where her earliest "customers" were her high school English students. Teaching seven years and having a Master's degree in education, Susan created an inspiring curriculum that motivated and challenged her students. Today, Susan taps into these same talents and skills as she brings her high energy and insights into companies, organizations and associations that want – and need – to raise the bar on their customer service consciousness.

As a national speaker and trainer for the past nine years, Susan shares her Service Enthusiasm® principles and challenges her audiences to renew their spirit and better serve their customers. She customizes every presentation to focus on the client's specific needs and objectives. Susan energizes her audience with interactive programs so they can have fun while they learn.

Susan's column appears in local and national publications, and runs regularly in the *Business Journal*. Many of her most provocative and controversial columns have been collected in one humorous, outspoken and extremely useful book. *Serves You Right!* is a "must" read for anyone who interfaces with the public, staff or management on a steady basis.

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