



Intro for Susan Brooks

These are challenging times. Sales have plummeted, cutbacks are deep, and 7 out of 10 of your *remaining* customers would stop doing business with you if your company shows an attitude of indifference! You need new ways of working ... new ways of serving!

You are about to meet Susan Brooks, a service enthusiast and author whose popular business book, “Serves You Right!” is a wake-up call to everyone who wants to deliver (and receive) a service experience that boggles the mind, touches the heart and consistently exceeds all expectations.

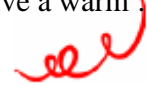
Can you remember the last time you experienced knock-your-socks off service? Three out of four people are likely to share positive information about a company after a *good* service experience. What would that number look like if it was a *Service Enthusiasm* experience? When you consider the potential of Facebook and Twitter, imagine what your world could look and feel like!

With more than 30 years as a visionary business owner, Susan developed an insatiable appetite for delivering excellence in customer service. She is an entrepreneur, a columnist, an author, a corporate trainer and, as you’re about to see, a powerfully passionate international speaker. Susan has pioneered leadership programs that have touched audiences around the world, including China, Afghanistan and Jordan. Whether in Arizona or Aruba, Susan has received an abundance of accolades along the way.

Her achievements have been recognized by many, including Entrepreneurial Woman and Working Woman magazines. Susan was a finalist in Inc.’s Entrepreneur of the Year Award, her company, Cookies From Home, was selected Small Business of the Year by the Tempe, Arizona, Chamber of Commerce. The Phoenix Business Journal named Susan one of the “Valley’s influential leaders.” Her columns have appeared in business and consumer publications throughout the country for more than 15 years.

Her first book, “Serves You Right! The Ins...the Outs...Great Customer Service” is a collection of some of Susan’s most popular and controversial columns. Her next eye-opening book, due out in October 2011, captures her international and universal experience inspiring **Courageous, Outrageous and Highly Contagious Leaders** to move their passion into action.

Susan’s high energy and enthusiastic presentations always “Serves You Right!” Let’s give a warm ... and ENTHUSIASTIC ... welcome to Susan Brooks!



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