



## Intro for Susan Brooks

(please read with enthusiasm...and smile!)

Can you remember the last time you experienced knock-your-socks off service?

If you're drawing a blank, then you'll understand why today's speaker is kept so busy raising the bar on service excellence.

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

Susan is an entrepreneur, a columnist, an author, a corporate trainer and, as you're about to see, a delightfully passionate speaker. She began her multi-million dollar mail order and corporate gift business, Cookies From Home, literally "from scratch" and after 25+ years she's developed an insatiable appetite for excellence in customer service — including a few 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 was selected Small Business of the Year by the Tempe, Arizona, Chamber of Commerce, and the Phoenix Business Journal named Susan as one of the "Valley's influential leaders." Her columns have appeared in Go Jobbing, Round Up and The Arizona Republic, to name but a few.

Her recent 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 no-nonsense lessons will help open your eyes to what your customers see, and inspire the potential for service excellence in us all. Susan's high energy and enthusiastic presentations always "Serve You Right!" Let's give a warm ... and ENTHUSIASTIC ... welcome to Susan Brooks!



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