

D.O.C.S. 4 FSE's

Developing Outstanding Customer Service

A manual specifically designed for the FSE to help them Develop Outstanding Customer Service skills

In the DOCS 4 FSE's Manual"

- Answering the WIIFM for FSE's
- Where Appearance and Attitude affects how you present yourself
- The proper way to deal with parts, tools & paperwork
- The advantage of being a team player
- The importance of being a good communicator in everything that you do
- QUICK TIPS - real action steps each person can take to provide Outstanding Customer Service

Delivering Outstanding Customer Service is an essential piece for any equipment service organization.

Poor or even ok Customer Service costs companies billions of dollars a year in poor or lost revenue and lost customers.

However, for most companies developing those essential customer service skills is often challenging. Scattered personnel, budgeting focused on technical training and trainers that are...well trainers. Good people who haven't walked the unique circumstances surrounding an FSE's responsibilities.

THAT HAS NOW CHANGED.

Introducing the essential subject matter in a way that has the flexibility for virtually any organization that has 1 FSE or 100,000.

DOCS 4 brings to life real steps that the FSE must take to provide Outstanding Customer Service each and every call.

The DOCS 4 FSE manual was written by Terry Bass of CHADONS Resources, who was an FSE for over 15 years before moving into management positions, completing his corporate career as National Training Manager.

So DOCS 4 FSE is covered from the angles of FSE, Manager and Trainer.



An essential piece of any business is Developing Outstanding Customer Service!

Nowhere else can you get that perspective.

A manual & programs designed specifically for FSE development. Add the workbook that supports front line managers in keeping this subject alive and relevant for a winning solution.

The right solution, right here, right now.

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Providing Solutions to fit every need

The DOCS 4 Program also is designed to be as involved as you need it to be.

You can simply purchase 1 DOCS 4 FSE as a pdf manual, purchase hard copies that can be individually shipped to anywhere in the United States or full programs involving your people in real learning workshops .

Seminars and Workshops are held by one of the areas premium trainers with real world experience as an FSE. So when a participant starts pushing back, here's the person that can challenge the "we can't do that" mantra.

DOCS 4 also provides an incredible workshop for

management explaining how FSE superiors can create an environment consistently focusing on providing Outstanding Customer Service to each and every client of your organization.

Providing real results for your organization at a level that makes sense to you.

Bringing the Ultimate in FSE Development

Coaching - Once thought of as strictly for executives. Not any more. To drive home the essential importance of Outstanding Customer Service, we offer individual coaching, where a business coach with decades of experience in the FSE arena physically rides with the FSE to coach, point out areas of improvement & is able to give real action steps to transform the FSE's behavior.



D.O.C.S. 4 FSE's Manual

The DOCS 4 FSE's can be purchased as a pdf file and downloaded to anyone's computer.

The procedure is simple and we use PayPal to receive payment from any major credit card.

You can simply go to **www.DOCS4.com** and make your purchase.

The manual will be sent to your designated email address within 24 hours.

Investment for the e-manual is a mere \$35.

Looking for a hard copy?

The DOCS 4 Manual can be purchased through the same website **www.DOCS4.com**.

You will receive your DOCS 4 FSE Manual spiral bound for easy reading.

Investment for the spiral bound manual is \$50.

There is no additional charge for shipping and handling anywhere in the United States.

CUSTOMIZATION

Would you like your company's logo on the cover of the manual?

Are there additional topics or company policies that you would like inserted in your own DOCS 4 FSE Manual?

This can be done at a very low cost for your company.

After customization, you can then order YOUR version whenever you need a new manual.

No company succeeds for very long without providing Outstanding Customer Service. You can look at the leaders in almost any industry & the one thing they have in common is their focus on providing the Customer with the Service where they will want to return again and again.

Investment for Multiple Manuals

The **E-Manual** is under copyright protection and making multiple copies from a single purchase violates those copyright laws. However, you may purchase multiple uses of your E-Manual very easily when you make your purchase.

For large quantity purchasing, review **LICENSING** to the right.

The **DOCS 4 hard copy** can also be purchased for multiple copies.

Each copy can be sent to a unique address at no additional charge.

There are discounts available for purchasing 10 or greater manuals being shipped to the same address.

LICENSING

After you review this dynamic manual, you may wish to purchase a large quantity for distribution.

The E-Manual can be purchased through licensing giving you an unlimited use.



DOCS 4 FSE's Newsletter

The challenge for any organization is keeping Developing Outstanding Customer Service in the front of everyone's minds.

An additional offering for each company is the DOCS \$ FSE Monthly Newsletter.

The Newsletter is a guide offering quick tips, remind-

ers of what every FSE should be thinking about every day they are in front of customers.

The newsletter also offers the FSE the opportunity to email back questions about challenges they are facing or their experiences ensuring a continuous, relevant dialogue.

The investment for this newsletter is an additional \$25 per manual for a years subscription.

Continuous learning for a little over \$2 a month.

DOCS 4 Solutions for every business.

DOCS 4 FSE *Seminars*

This is a powerful 2 hour Seminar that takes the group through the critical areas of the DOCS 4 FSE Manual.

Often Seminars such as this are offered up by people experienced in training or maybe some customer service arena.

Not DOCS 4 FSE!

This Seminar is conducted by Terry Bass, former FSE for 15 years, manager and National Training Manager of an equipment service

company in the printing & publishing industry.

He brings his real world experiences and ability to tell it like it is creating a meeting that all FSE's will be sitting up and paying attention to.

By using straight talk, often humor, Terry touches on sensitive subjects as the importance of appearance (and hygiene!), managing paperwork, parts and tools.

This seminar is great for large group meetings.

Investment for this seminar begins at \$1000. This includes manuals for up to 10 FSE's.

Additional manuals/ participant can be added and possible travel related expenses (if outside the ChicagoLand area).

To begin the discussion/for more information, use the contact information on the back of this brochure.



Providing essential pieces and bringing real results for every organization.

DOCS 4 FSE *Workshops*

The DOCS 4 Workshop is a **3 hour session** that expands the powerful Seminar listed above.

The expansion will be seen in greater interaction and role playing for the participants.

With the additional time, we can take the FSE through different conversations they might have with the customer and how best

to deal with "touchy" situations.

The workshop will have team discussions by having the participants bring up challenges they face in providing Outstanding Customer Service and being offered the chance to develop solutions amongst themselves, learning different approaches and gain greater understanding on how they can be a more

superior service provider.

This workshop is great for smaller meetings.

Investment for this workshop begins at \$2000. This includes manuals for up to 10 FSE's.

To begin the discussion, use the contact information on the back of this brochure.

Nobody expects anyone to be perfect

However every single day, every single person should strive to be the best company providing the best service by the best employee's in the business.

DOCS 4 Managers *Workshops*

To be truly effective, **Developing Outstanding Customer Service** must be a continuing process addressed every day by the business. Yet while the typical organization assigns that responsibility to front line management, we rarely give them the tools to carry that out.

Enter the DOCS 4 Workbook and Workshops for Managers.

The DOCS 4 Managers Workshops are 3 hour sessions are designed to

- familiarize the manager to the DOCS 4 Manual,
- creating expectations of the FSE's performance and
- giving each manager real focus and tools on what they can do to keep their team reaching to-

ward Developing Outstanding Customer Service.

This 3 hour workshop can an effective program for any organization that wants to implement the DOCS philosophy within the company.

Investment for this workshop begins at \$2000. This includes manuals for up to 10 Managers.



Developing Outstanding Customer Service

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Helping People Succeed

WE CAN BE
FOUND AT
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About Terry Bass

Terry Bass began his hi-tech training in the Navy in the mid-70's.

On his discharge from the Navy, he worked several FSE related businesses including DuPont and a subsidiary of Eastman Kodak.

Terry was probably a good (not great) technician, but he learned to excel by focusing on Servicing the Customer.

As an FSE, he was typically rated in the top percentile do to his responsiveness to his customers.

He eventually joined the managerial ranks, capping his corporate career as National Training Manager of Tech Services Intl., a company that service high end equipment for the printing and publishing industry.

As National Training Manager, Terry coordinated the technical training and pro-

vided internal coaching and training on delivering customer service and leadership.

Leaving the corporate world in 2005, he now is a business coach helping to drive businesses to a higher level of success.

Terry is a contributing author to a **Guide to Strategic Planning**, a book to aid small business in developing their future and he has written the popular E-Book titled **Networking 2.0**, that walks the individual through the challenges of business networking. His thought provoking articles on Business Networking, Strategic Planning, Creating Customer Loyalty have been published in various venues and can be found on the internet.

However Customer Service is his passion. Customer Service is the one area for any business that can see major

CHADONS Resources Group was founded by Terry Bass. CHADONS works with individuals and businesses to help everyone succeed to a higher level of performance and results.

CHADONS does that by productive goal oriented coaching, providing dynamic Seminars and Workshops designed to move people forward and full blown industry renowned development programs focusing on bringing in real world knowledge and skills to help people bring greater results for themselves and their organization.

Learn more about CHADONS through their website at www.chadons.com.

CHADONS is a formulated word which stands for **CH**ange **DO**esn't **N**eed to be **S**cary. As business coach, Chadons works to support people to embrace and get excited about positive change that can happen in their lives.



Terry Bass
author, business coach,
former FSE, manager and Na-
tional Training Manager

gains when they commit to Developing Outstanding Customer Service whether you are a company of one or one million. Studies show focusing on improving Customer Relations/Service as the most significant ROI that today's organizations can achieve.

By supporting companies to Developing Leaders, Focus on Outstanding Customer Service and helping people and businesses identify, understand and achieve their goals, Terry helps companies to not only survive, but thrive.

Terry is active (and is often a board member) in several associations such as International Coaching Federation (ICF), the Chicago Chapter of the American Society of Training and Development (CCASTD) and several area Chambers of Commerces.