



"The professionalism and skills CTA Training Specialists have introduced into our Club to formulate and implement the Customer Service Points of Success program is truly incredible.

CTA, as a Company, have embraced our staff needs and developed a personal rapport with each and every staff member that has seen beyond doubt amazing change in our Clubs ethos."

ANTON MOGG
GENERAL MANAGER
NOOSA HEADS SURF LIFE SAVING CLUB

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12+1 PROGRAM OF CUSTOMER SERVICE EXCELLENCE

How much are you spending on advertising? Is the customer service you deliver at your venue worth advertising?

"Let advertisers spend the same amount of money improving their product that they do on advertising and they wouldn't have to advertise it."

~Will Rogers

12+1 PROGRAM OF CUSTOMER SERVICE EXCELLENCE

CUSTOMER SERVICE EXCELLENCE

“Change is the law of life; and those who look only to the past or the present are certain to miss the future.”

- John F. Kennedy

Providing exceptional customer service is at the core of any successful club today. In our industry, many clubs are offering a similar product and facility, so it will be the quality of service and the value your staff add to the product that will distinguish your venue from your competitors.

What is customer service? It has been described as many things, such as exceeding members' expectations, anticipating members' needs, motivating members to return, creating a sense of ownership for staff and members, improving profitability, dealing with difficult customers, marketing the club, having a positive attitude and creating a point of difference.

Set a course of action that will change the culture in your venue. CTA Training Specialists will help you create your own unique program of customer service excellence that will integrate into the entire operation. From recruitment and inductions, staff training, departmental skills, standard operating procedures, staff appraisals, recognition and

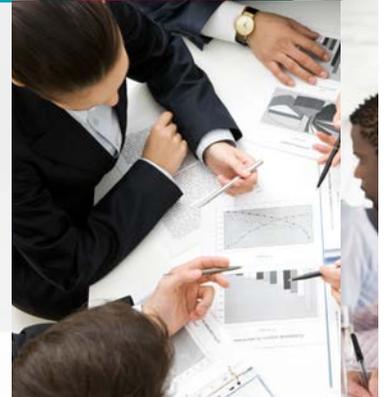


WORKSHOP

“Action is the foundational key to all success.”

- Pablo Picasso

Get moving! Motivate your management team and focus on the level of service in your venue. What is customer service? What makes a club different? What are your strengths and weaknesses? Who are your competitors? We'll explore all these questions while giving your executive team an opportunity to brain-storm and consider future possibilities.



VISION

“Good business leaders create a vision, passionately own the vision, and relentlessly drive it to completion.”

- John Francis Welch Jr - Former CEO General Electric

We'll help you set a vision of excellence and set a course of action to follow through with it and achieve your goals.

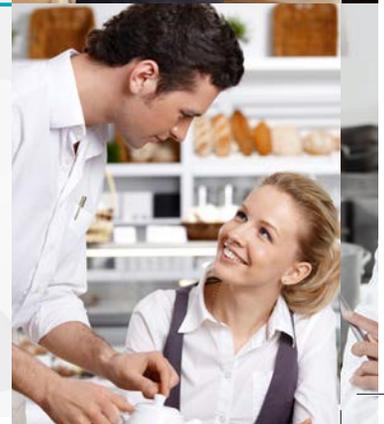


MISSION

“Only a clear definition of the mission and purpose of the business makes possible clear and realistic business objectives.”

- Peter Drucker - Renowned Economist and Management Advisor

Set the foundation of customer service excellence with your staff. Invite every member of your team to create a mission statement, reward them for their efforts and let them create the foundation for your business.



STANDARDS



"It is the little things that make the big things possible. Only close attention to the fine details of any operation makes the operation first class."

- John Willard Marriott - Founder Marriott International Hotel Group

Set the standards of excellence: the 12+1 customer service standards will detail each component of the service process from greeting to farewell, cleanliness and above all, a smile, which in the club industry really says it all.

TRAINING



"If you want to change attitudes, start with a change in behaviour."

- William Glasser - Innovate American Psychiatrist & Author

We'll develop and deliver a custom designed training program for your venue, your staff and your location. Start empowering your staff, changing their attitude and encourage them to take ownership of their club and their own self-improvement.

ACKNOWLEDGEMENT



"Outstanding leaders go out of the way to boost the self-esteem of their personnel. If people believe in themselves, it's amazing what they can accomplish."

- Sam Walton - Founder of Wal-Mart Retail Group

CTA Training Specialists will co-ordinate the development of a three to five tiered staff recognition and reward program. Staff are rewarded for their efforts during every tier.

RECOGNITION



"Don't worry when you are not recognised, but strive to be worthy of recognition."

- Abraham Lincoln

Motivate your staff to action and reward their efforts. We'll show you how.

COMMITMENT



"Whoever I am, or whatever I am doing, some kind of excellence is within my reach."

- John W. Gardner - US Cabinet Secretary and Businessman

A total commitment is paramount to reaching the ultimate in performance. Reinforce your efforts in your Human Resources Department by detailed policies, procedures and processes.