



**February 21, 2006
for immediate release**

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Chamber of Commerce brings national speaker/coach Steve Beck to Great Falls

Great Falls, Montana – **68% of your customers will quit** because of attitudes of indifference towards the **customer** by the business or some employee. Join **Steve Beck** – master facilitator, coach and national speaker – for **“Exceptional Customer Service”** a seminar to improve the sales and customer service experience in your work place on **Monday, March 13 at 12:30 to 4:30 p.m. or Friday, March 24 at 8:30 a.m. to 12:30 p.m.** at the **Best Western Heritage Inn. Tickets are just \$79 person (5 or more \$69) or Chamber Members \$69 person (2 or more \$59).**

Is your company providing the Exceptional Customer Service (X) Factor? The E.C.S. (X) Factor Training is about creating and maintaining Exceptional Customer Service in your organization. Participants discover their job is **not just** a job, but in fact a performance on, **“How to be great everyday”**. The E.C.S. (X) Factor Training gives participants the knowledge that they set the tone for every customer interaction. Steve Beck will provide the insights and methods that will assist the participants in understanding their ability to make a positive difference on a daily basis in every customer interaction. Participants are given the understanding and tools to change their attitude and mindset so they can make their day flow smoothly with their customers – both internal and external.

Here is what past participants say about The Beck Experience through the upcoming training.

“If you wish to invigorate, revive, challenge, inspire, enthuse, enlighten, awaken and entertain your staff, I MUST INSIST THAT YOU HIRE STEVE BECK!” ~ Coldwell Banker, Broker-Owner

“After Steve came in we had a record month. We had more sales than our top three competitors combined.” ~ Sales Manager

Don't miss out on this first for Great Falls area businesses – the highest quality education for the most reasonable cost available provided by the Chamber. Steve Beck, founder and president of Beck and Associates, brings more than 20 years of experience as a corporate executive to his training programs. Steve's training

background spans more than 15 years in which he has earned the reputation as an outstanding speaker, motivator and instructor. Steve has been a frequent trainer for many Fortune 500 Company's including Baxter, CDW, Motorola, Cardinal Health, Advocate Health Care, the U.S. Department of Education and others.

For additional information about this training opportunity, contact Tom Alfrey at the Chamber, 761-4434 ext. 102. To register call Miriam Martinson at the Chamber, 761-4434 ext. 106 or go to www.greatfallschamber.org
Thanks to the following sponsors for their support presenting the "Exceptional Customer Service Seminar": The Brandt Group; Chinook Wireless; General Distributing Co.; Best Western Heritage Inn.

The Chamber works on behalf of our Members to create a strong local economy, promote the community, represent the interest of business with government, and provide networking and relationship building opportunities.

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