

RESIDENTIAL LIGHTING

FEBRUARY 2004

Vance

Sparkle!

Crystal
Delicate B

ALA 2004: Western Union

United in Innovation

Leading in Customer Service



Good customer service is often overshadowed by the day-to-day duties of running a business. Lighting showrooms need solid leaders, from the sales floor to the stock room, in order to succeed. Doug Lipp, former Head Trainer for Walt Disney University and President of management consultants G. Douglas Lipp & Assoc., will emphasize the connection between leadership and service in his keynote presentation.

"I think of leadership as an attitude toward others, whether it's a colleague, a boss, a subordinate or a customer," Lipp says. "And the biggest message is: How we lead is how we serve."

Drawing from Disney's philosophies and techniques, Lipp will explain how showroom owners and managers can instill the tenets of good customer service in their employees through basic ways.

"At Disney, every guest is a VIP," Lipp says. "We talked about customers as guests, so semantically you [regard them] as guests coming into your home."

Attendees will participate in exercises that take a closer look at change, perception, flexibility and creativity in their businesses. Some exercises involve pairing up and sharing ideas to engage audience members in conversation and also help them interact with the information.

The Keynote Breakfast and General Session "The Magic of Exceptional Customer Service ... The Connection Between Customer Service and Leadership—The Key Role YOU Play!"—will be held Sunday, May 16, 8-9:30 a.m.—An optional follow-up seminar session will expand on this presentation.

Contact Doug at: www.douglipp.com