

# FREE WORKSHOP

## CUSTOMER SERVICE RECOVERY

★ ★ ★ What to do when things go wrong? ★ ★ ★

Join Virginia Western Community College’s Workforce Solutions and the Virginia Tourism Corporation for a two-hour workshop that will show how to turn customer complaints into positives for your business.

You will learn to:

- Embrace complaints as a way to re-engage customers, and not view them as a necessary evil.
- Empower your front line staff to effectively deal with difficult situations.
- Learn when to say “NO” in a respectful, but authoritative manner.
- Recognize complaint management as a critical element of your business strategy.

When you make your company a complaint-friendly organization, you not only improve the relationship with your external customers, you also gain a more satisfied, loyal and productive workforce.

Sponsors include: Botetourt County; Botetourt County Chamber of Commerce; Smith Mountain Lake Regional Chamber of Commerce; Virginia Employment Commission; Western VA Workforce Development Board and Roanoke Regional Chamber of Commerce.



**Who:** Bobbie Walker  
Partnership Marketing Education  
Director for Virginia Tourism  
Corporation

**When:** January 18, 2012

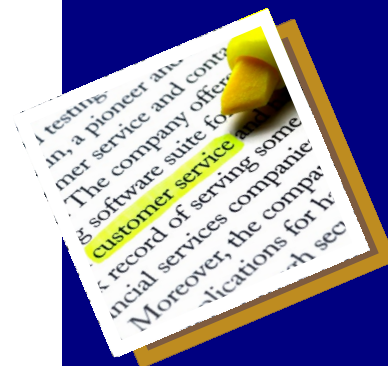
**Where:** 9-11 a.m. in Whitman Theater,  
Virginia Western Community  
College in Roanoke

2-4 p.m. at the  
Greenfield Center in Daleville

**Cost:** Free

**Registration:** Roanoke session-contact  
Mike Greer  
at (540) 857-6407 /  
mgreer@viriniawestern.edu

Greenfield session-contact  
Cassandra Dove  
at (540) 966-3984 (ext. 16) /  
cdove@viriniawestern.edu.



**VIRGINIA WESTERN**  
WE'LL TAKE YOU **THERE** →