

"Building the foundation for leadership
in the **home building business**"

PHBIA



Executive Seminar 2009

Carol Smith presents:



Referral Heaven

'Put Your Reputation in the Bank'

When: October 28, 29 & 30, 2009

Where: Delta Lodge at Kananaskis

Carol Smith is a familiar face to Alberta home builders and is a leading customer service consultant in our industry. Her 35 year career includes areas such as sales, warranty, and site management. Carol founded Customer Relations Professionals, an international association that provides education and recognition to customer service professionals. She has also founded and continues to publish *Home Address*, a newsletter for builders, as well authoring numerous books including *Buying Your Home: An Insider's Guide*, *Customer Service for Home Builders: Meetings with Clients: A Self-Study manual for a Home Builders' Frontline Personnel*; *Homeowner Manual: A Template for Home Builders*, and speaks to standing room only audiences at the International Builders' Show of the National Home Builders.

Referral Heaven

Making customer satisfaction an everyday, every-customer, every-employee part of your business leads to success in the marketplace and directly impacts your bottom line. This management level program is for builders who will settle for nothing less than world class customer service and customer satisfaction ratings other companies envy. Hitting your customer satisfaction targets require that each person or department in your company take responsibility for the impressions made on buyers during every contact. What can each of your employees do 1% better every time when dealing with your customers, both internal and external?

A few of the topics that Carol is going to explore with you include:

Service Culture: (creating a service driven organization)

- do sales and construction disagree about change order cut-offs?
- do your warranty personnel claim they get no respect?

Would You Buy This House? (quality management techniques)

- quality is the price of admission; are you delivering consistent quality?

Desktop Guide for Customer Service: (policies, procedures, & common sense)

- introduce a fully integrated policies, procedures and documentation manual essential to manage the new home buying process successfully with customers.

Home Buyer Expectations: (define, align, reinforce)

- discover the skills and tools required to establish appropriate customer expectations in proactive and positive ways.

Warranty Fundamentals: (redefining after move-in service)

- service is more than fixing leaky faucets, but leaky faucets still need attention.

Challenging Home Buyers: (picky to predatory)

- surviving the situations outside your control, unintentional errors, or the customers' personalities

Referral Heaven (put your reputation in the bank)

- gather your just rewards; repeat buyers and new customer referrals; making these desirable events happen!

233 Mayland Place NE
 Calgary, AB T2E 7Z8
 [P] 403.216.8310 [F] 403.253.7130
 [E] phbia@phbia.com



Registration Form

Referral Heaven – October 28, 29 & 30, 2009
“Put your reputation in the bank!”
Delta Kananaskis

First and Last Name:	
Company Name:	
Postal Address:	
City and Postal Code:	
Telephone:	Fax:
E-mail:	

Registration Fee - \$2,100 for 1st person (GST exempt)
Additional Team Members: \$1,900/person

Seminar fee includes seminar material, hotel, breakfast (2), lunch (2) and a working dinner on October 28th

Management Teams

Additional Team Member Names	Food Restrictions

Investment Determination

Senior team member	\$2,100
# of additional team members _____ x \$1,900	
Total	

Payment

Payment by (x):	Cheque (____)	Visa® (____)	MasterCard® (____)
Credit Card Number:			
Cardholder Name:		Expiry: (mm/yy)	

There will be no refunds or course credits for cancellations. Substitutions allowed one week prior to start date

233 Mayland Place NE
Calgary, AB T2E 7Z8
[P] 403.216.8310 [F] 403.253.7130
[E] phbia@phbia.com



Executive Seminar Itinerary

Wednesday October 28, 2009

4:00 PM Registration in Hotel Lounge
5:00 – 6:30 PM Dinner Buffet in Rockies room
6:30 – 9:00 PM Workshop in the Rockies room

Thursday October 29, 2009

6:30 – 7:30 AM Buffet breakfast in the Fireweed Grill
8:00 – 10:00 AM Workshop in the Bronze Room
10:00 – 10:15 AM Coffee break
10:15 – Noon Workshop in the Bronze Room
Noon – 1:00 PM Buffet Lunch in the Bronze Room
1:00 – 2:30 PM Workshop in the Bronze Room
2:30 – 2:50 PM Coffee break
2:50 – 4:30 PM Workshop in the Bronze Room
4:30 – Midnight Free Night

Friday October 30, 2009

6:30 – 7:30 AM Buffet breakfast in the Fireweed Grill
8:00 – 9:45 AM Workshop in the Bronze Room
9:45 – 10:00 AM Coffee break
10:00 – 11:45 AM Workshop in the Bronze Room
11:45 – 12:30 PM Buffet Lunch in the Bronze Room
12:30 – 2:00 PM Workshop in the Bronze Room