

## Ron Kaufman

Founder of UP! Your Service

**Uplifting Service: Exceeding Customer Expectations One Action at a Time.** Providing superior service is essential to continued success in a competitive world but too many executives still regard service as “the fuzzy stuff” – they don’t know how to measure, manage or make it happen on a companywide scale. Watch and learn specific action steps you can take to fly over customers’ rising expectations and immediately improve the quality of service delivered at all levels of the company.

**Building Your Business with Service Partnerships: Making the Most of the Relationships That Matter.** At the core of a service-focused company are strong internal and external partnerships. Listen to practical steps and easy-to-learn techniques that teams, cross-functional groups, internal service departments, and others can use to immediately get more cooperation from – and alignment with – the business relationships that matter the most.

**Leading the Service-Focused Culture: Creating Superior Service from the C-Suite.** The driving force of a service-focused culture is a group of inspired leaders who are convinced of and committed to the long-term value of service excellence. Learn how the leadership team can build the alignment needed to embrace a common service vision and the actions required to make that vision a reality.

**Capturing the Power of a Superior Service Culture: Creating a Sustainable Competitive Advantage.** Organizations with a powerful service reputation and a superior service culture attract and retain the best talent, achieve market leadership, and enjoy sustainable success. See why some organizations succeed beautifully while others fail miserably. Find out what works, what doesn’t, what your organization should do, and what you must avoid.

**Extended Service Programs.** Extended workshops and programs can be customized by Ron Kaufman for your group, including service strategy discussions, planning sessions, problem solving seminars, and execution-focused, results-generating workshops. Half-day to multiple-day event formats are designed to meet your needs, suit your requirements and achieve your service objectives.