

For Immediate Release
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“ The South Bay Workforce Investment Board Introduces New Customer Service Workshops”

On May 16th and 17th the South Bay Workforce Investment Board (SBWIB), in partnership with South Bay Business Resource Network and Centinela Valley Adult School, held “Train-the-Trainer” workshops for the upcoming **Blueprint for Customer Service Success**. These free workshops are being offered to businesses to give their employees the ability to WOW! customers. In a dynamic, interactive format the workshops will feature topics such as “What Customers Want...And Don’t Want”, “The Power of Communication Through Tone of Voice and Body Language”, “Diffusing Anger to Satisfy Customer Needs”, and “Last Impressions are Remembered”.

The workshop curriculum was a collaborative effort and published by the SBWIB’s non-profit agency with the assistance of Jerry Sherk of Mentor Management Systems and Milt Wright of Milt Wright and Associates.. Eighteen (18) experienced trainers complete 12 hours of curriculum training.

Blueprint for Customer Service is an offshoot of the very successful **Blueprint for Workplace Success** Program, which prepares youth and entry-level workers with job-seeking and job-keeping skills. “Businesses interested in improving their staffs customer service skills and setting their business apart so customers keep coming back, should definitely take advantage of this opportunity”, states Jan Vogel, Executive Director of the SBWIB.

The Free Workshops (4-hour and 8-hour) will be held throughout the month of June at the SBWIB office or can be scheduled at your business site with a minimum of 25 employees. For more information, or to sign up contact 310-680-3700

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