



**SHARPER™**

Phone Pro  
2301 East 45<sup>th</sup> Street  
Indianapolis, IN 46205

Dear Suellen,

Thank you so much for coming to Texas and helping us with our phone skills. Everyone is so pleased with the information they retained from your presentation. Before you came the employees in my department were unsure and shy about calling up a customer for a pro-active sales call. Now they have the techniques and the confidence to call our customers.

We as a team have a weekly topic or situation that we work on. Once everyone feels comfortable that they have a handle on that topic, we move to the next one. It is wonderful that we can not only identify problem areas, but then we have ways of fixing them also.

On a personal note, ever since I went through the Coach the Coach training I have found it easier to help my employees reach their goals for pro-active calls using the techniques in your program.

Thanks again for coming and showing us the ropes. We will continue to improve as a customer service team because of everything you did for us.

Sincerely,

Jennifer Smith  
Alamo Industrial  
Customer Service Supervisor



January 21, 2005

Phone Pro  
2301 East 45<sup>th</sup> Street  
Indianapolis, IN 46205

RE: Suellen Richardson & MAA training

Dear Phone Pro,

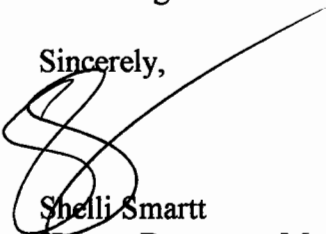
WOW! That is the one word that sums up the training that our staff received in December and also summarizes our thoughts on Suellen. When faced with the challenge of finding customer service training for our associates, I was blown away by the information I received from your company. I researched several companies and found Phone Pro to be the most comprehensive and fiscally competitive out there. Our industry is somewhat unique, and Phone Pro didn't miss a step in customizing our training to fit our needs. From the first encounter to the final training, I was certain the right choice had been made.

Suellen is a true pleasure to work with, and our staff repeatedly commended her for her personable skills and method of delivery. Believe me when I say that we have some training "naysayers" in our midst. Even they left the training with enthusiasm for their new found tools and approaches. It is so nice to walk through the office and hear the tools being used in the correct manner.

As a customer service driven business, we pride ourselves in providing "Raving Fan" service to all of our clients, members, and vendors. The training we received from Suellen and Phone Pro help us achieve this with every phone call we take.

Thanks again Phone Pro!

Sincerely,



Shelli Smartt  
Human Resources Manager



CUSTOMER SERVICE CENTER  
INTERMOUNTAIN GAS COMPANY

555 SOUTH COLE RD • PO BOX 7608 • BOISE, ID 83707  
BOISE / TREASURE VALLEY: (208) 377-6840 • FAX (208) 377-6081  
OTHER AREAS: 1-800-548-3679  
7:00 AM TO 7:00 PM • MONDAY – FRIDAY  
[www.intgas.com](http://www.intgas.com)

Phone Pro

Yes we now have Bananas!!!

Thank you Phone Pro for sending us Suellen Richardson. We could not have been more pleased with our week of training with your program. We were all impressed with your ability to tailor this program to us so well. Suellen knew our business our language and our procedures, customizing Phone Pro to Intermountain Gas Company. Our employees were delighted and amazed by Suellen. She related to them as if she had been one of us for years, making it easier to open up and share their ideas and concerns. Phone Pro provided the tools that we needed to help us be more productive, happier and more stress free. I would recommend Phone Pro to anyone who is considering Phone skill training of any kind. I have participated in many different programs during my 25 year career with Intermountain Gas Company, this one was by far the best, and all of our employees agree. Of course this doesn't end here. We have our Coaches and trainers trained and geared up to keep everyone up to speed. Currently we meet weekly with the coaches to calibrate our call coaching, helping every phone rep stay up to speed and fine tune those skills and tools given in the initial training. This format will help us to continue to get better every day.

Thank You again for helping us become a Phone Pro Company.

Sincerely,

Milt Dennett  
Manager Call Center Operations



Attention: Terry Ingram  
Phone Pro  
2301 East 45th St.  
Indianapolis, IN 46205

May 31, 2005

Dear Terry,

It is with appreciation that I write to Phone Pro and let you know how the training I received from Phone Pro in 1998 has helped me in my previous and current employment positions. I was part of a group that took the "Tele-Service Course" before working in a new Call Center for a local financial institution. Before the training, I had always felt that I gave great phone service, and wondered what I would learn in the training session. I was pleasantly surprised to learn several ways to offer better service to my customers.

In 1999, I was transferred to the collection department of the bank, and took along the telephone skills that I had learned. I did collections for three years with that company, and won customer service awards for helping customers—a real feat for a collector. Phone Pro taught me to listen, empathize, and sandwich bad news between good news.

Now, as a Personal Banker for Republic Bank, I use the skills taught in training every time I answer the telephone, and also when communicating face to face with customers. I highly recommend "Phone Pro" to anyone who wants to be more effective when working with his or her customers.

Thank you,

A handwritten signature in cursive script that reads "Shirley M. Young".

Shirley M. Young  
Personal Banker



## Fresenius Medical Care

April 13, 2005

Desirae Haynes  
Phone Pro  
2301 East 45<sup>th</sup> Street  
Indianapolis, IN 46205

Dear Desirae:

Congratulations! You have delivered on everything you promised and more.

We are very satisfied with your entire program. The material you presented was eye-opening, and your lively and energetic style kept us all involved and invested. I applaud you for your preparation. Sitting with and observing our representatives for a day, and incorporating many of those real life examples into the training was invaluable.

This training, including the action steps we have taken away from it, will help us maintain and improve our position as an industry leader in providing courteous service and clear communication to our customers. In fact, we have already heard positive acknowledgement from our customers who have taken notice of the enhancements to our phone etiquette.

Thank you, again, for the value you have brought to us.

Sincerely,

Jerry Farrell  
Customer Service Manager Operations  
800-323-5188 Extension 6268

CC: Lisa Raven  
Deborah Flaherty  
Veronica Stephens



*Expanding the scope of GI*

**Given Imaging, Inc.**  
Oakbrook Technology Center  
5555 Oakbrook Parkway, # 355  
Norcross, GA 30093  
Phone 770-662-0870  
Fax 770-662-0510

February 11, 1005

Ms. Lisa Raven  
General Manager  
Phone Pro  
2301 East 45<sup>th</sup> Street  
Indianapolis, IN 46205

Dear Ms. Raven:

I am writing to share our great satisfaction with the training Phone Pro provided last week for our call center and administrative staff.

I was first introduced to Phone Pro several years ago. A previous employer regularly used Phone Pro to train their call center staff and I attended one of the training sessions as a call center manager. I must admit that I, along with many of my staff members, approached this class expecting little more than a day away from the phones. However by the end of the day we were all amazed at how much we learned that was directly applicable to our jobs and how much fun we had doing it. When Given Imaging decided it was time to invest in the customer skills of our call center employees, I immediately contacted Phone Pro again.

Suellen Richardson did a fantastic job working with our teams during the planning day and in delivering the training. She impressed us all by quickly grasping the unique vocabulary and situations that are part of our daily activities. During the training she was then able to fluently use what she learned to customize the training to our specific needs. Here are several quotations from the participant evaluations: "more informative than any other customer service class", "exceeded my expectations by a mile!", "Suellen was funny", "lots of enthusiasm", "personalized training", "superior presentation". Our customers should be prepared to receive superior customer service from our recharged telephone service teams!

The combination of excellent material and an effective, entertaining delivery makes Phone Pro a sure winner for anyone looking to increase the skills and efficiency of their telephone customer support staff. I look forward to working with Phone Pro again in the near future.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Garner". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Bill Garner  
Training Manager



Expanding the scope of GI

Given Imaging, Inc.  
Oakbrook Technology Center  
5555 Oakbrook Parkway, # 355  
Norcross, GA 30093  
Phone 770-662-0870  
Fax 770-662-0510

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Sincerely,

A handwritten signature in black ink, appearing to read "Bill Garner". The signature is written in a cursive style and is positioned above a horizontal line that extends across the width of the signature area.

Bill Garner  
Training Manager

# **NewellRubbermaid**

## **Freeport Connection Newsletter August 2005**

During the last week of July and the first week of August, the credit and accounts receivable departments were in a phone training class. **"Wonderful fun"** says one employee. **"Educational and entertaining"** says another. **"I thought I'd be bored, but the day flew by."**

Phone Pro representative, Suellen Richardson, presented an entertaining day full of valuable communication information. Can, do and will; the three words we, in the credit & accounts receivable departments, can practice saying and using. **Instead of concentrating on what we cannot do for our customer; we are learning to concentrate on what we can do.**

Phone Pro training techniques include a personalized approach to phone skills. Suellen visited Newell North prior to training to listen to random employees on the phone with customers. She was quite knowledgeable about the work that we do and the types of problems that we encounter. Attendees were reportedly impressed that the training was very well suited to our work environment. Communication methods discussed included phone conversation, face-to-face communication, and written communication, such as email. **New skills and ideas were introduced that could be put into immediate practice.** Tactics to prevent and stop run-on conversations gave direction on how to keep calls on target. Tips to calm angered customers without allowing emotions to escalate are valuable and workable. Equally significant to the attendees, was the reminder to be courteous of those communicating around us.

The attendees have commented that one of the most important aspects of this training is that all of the ideas were simple and easy to adapt to. Armed with our reminder cards and stress balls, we return to our desks with new information that we can begin to use immediately. Practicing phrases and techniques will help us all become better communicators. **There is a unanimous feeling that this day of training was a day well spent.**

Cinergy Corp.  
1000 East Main Street  
Plainfield, IN 46168-1782



July 19, 2005

Mrs. SueEllen Richardson  
Phone Pro  
2301 East 45<sup>th</sup> Street  
Indianapolis, IN 46205

Dear SueEllen:

I would like to thank you for the GREAT JOB you and your company did training Cinergy's Commercial/Industrial Business Service Center Representatives.

Your training was interesting, thought-provoking and right on target to help us reach our customer satisfaction goals. I am positive as we master the skills and techniques you presented, our calls will go quicker, smoother and produce increased customer satisfaction.

I am looking forward to working with you as we move forward with our coaching and monitoring plan to expedite out learning process.

Sincerely,

A handwritten signature in black ink that reads "Kerry L. Vestile". The signature is fluid and cursive, with a large loop at the end.

Kerry L. Vestile  
Business Services Manager



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Suellen Richardson  
Phone Pro  
2301 E. 45<sup>th</sup> St.  
Indianapolis, Indiana 46205

I wanted to take this opportunity to send a special 'Thank You' to Suellen Richardson. She conducted Phone Pro classes at PartyLite in September 2005 & the experience was great. She made the classes fun, interactive and informative. Our goal at PartyLite was to let the Customer Service reps know that they are important to us and we wanted to invest our time assisting them w/the handling of the difficult & challenging calls. Suellen & Phone Pro made this possible.

We look forward to having Phone Pro return in 2006 (hopefully Suellen), as this training is as important as any we provide.

Thank you, Suellen and Phone Pro.

Kathi George  
Supervisor  
The Customer Service Management Team

# GULF STREAM



COACH, INCORPORATED

April 17, 2007

Phone Pro  
Attn: Brenda Follis  
2301 East 45<sup>th</sup> Street  
Indianapolis, IN 46205

RE: Phone Pro Letter of Recommendation

Dear Brenda,

Customer Service is the cornerstone for our business and a national campaign promoting our "Gold Program", a service we provide for our customers with their own personal contact for customer service support. Our goal is to keep our customers satisfied and loyal for the long-term by providing a "World Class" customer service experience. We want to make sure that every incoming phone call, email or fax we could better recognize and meet our customer's needs with consistency of response as well as the speed of the response to inbound inquires. We contacted Phone Pro to provide phone etiquette skills and call management skills.

In our assessment Brenda Follis our trainer was able to sit in and listen to random employees on the phone with customers the day before the training program started. She became quite knowledgeable about our business, the work that we do and the types of problems that we encounter and the terminology used. She customized our training to our business needs. She was able to see our strengths and our weaknesses and reveled all opportunities for improvements. She had a wonderful sense of humor and I was impressed with the degree of professionalism in providing training. Brenda had a very positive impact on everyone attending. Our employees left with enthusiasm for new found tools and approaches.

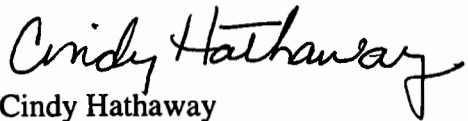
Brenda provided training on:

1. How to listen, empathize and communicate.
2. Basic psychology to score high in Caller Communications 101.
3. Project the right attitude by projecting the right voice tone.
4. Choosing the best words to make the best impression.
5. Tuning a negative situation and response into a positive experience and message.
6. Effectiveness of handling calls with a lower stress, raising performance levels.

We also participated in the Coach the Coach program which has proven to be an invaluable source of direction, consensus-building, support and encouragement for our staff. We follow through with bi-weekly reviews to insure that the phone pro technique is being fully implemented to continue our learning process. It is a pleasure to walk through my department and hear the difference that Phone Pro has made, even from positive acknowledgement from our customers that our noticing and responding to us.

I highly recommend Phone Pro and Brenda Follis our trainer to anyone that is looking to increase the skills and efficiency of their customer service support staff. Please contact me if you have any other questions.

Sincerely,

A handwritten signature in cursive script that reads "Cindy Hathaway". The signature is written in black ink and is positioned above the typed name and title.

Cindy Hathaway  
Director of Service  
Gulf Stream Coach  
800-289-8787 ext 3300

MeadWestvaco Corporation  
101 O'Neil Road  
Sidney, NY 13838  
tel 607-563-9411

**MeadWestvaco**

5/15/2007

Desirae Haynes  
Phone Pro  
2301 East 45th Street  
Indianapolis, IN 46205

Dear Desirae:

The Phone Pro training was exceptional! There is uniqueness with your training that offers the most basic of skills while pressing even the most seasoned professionals to be sharper and more effective.

The time that you spent side by side with the phone reps learning our business, made the training personalized and easy to relate to. You were then able to tailor the techniques of the program with examples, yet taught specific standards that we could adhere to, taking the guess work out of it.

The energy with which the training was delivered had a big impact as well. From the employee with the 'resistant' mind set to the others wanting to learn, you were able to deliver the material with confidence and FUN!

We have already moved into the coaching and monitoring phases to ensure that Phone Pro techniques become the norm. We believe that using the Phone Pro program will be a major factor in delivering "world class customer service" on every call! The investment was, and is well worth it.

Sincerely,

Wanda Corbin  
Order Administration Manager  
MeadWestvaco



the limu company™

*making a difference*

February 14, 2007

Ms. Brenda Follis  
Phone Pro  
2301 East 45<sup>th</sup> Street  
Indianapolis, IN 46205

Dear Brenda,

Thank you for the opportunity to participate in Phone Pro's customer service and coaching training last week! We had our official launch meeting this morning and offered agents the opportunity to sign up for their first coaching and got one hundred percent response! They are anxious to incorporate this new approach into their daily work.

As you and I briefly discussed during the training meetings, many things make Phone Pro effective. From our perspective here at The Limu Company, a handful of those stand out.

One is that Phone Pro operates in a firmly grounded reality. You recognize the fact that customers really can be difficult and life is very seldom neatly scripted. That came across clearly to our agents, who reciprocated by appreciating and respecting the training, and even more so by actually using it.

Another is that, instead of scripting and dictating, Phone Pro allows agents to express themselves in their own personal styles. This gives them more control over and comfort with the conversation and makes them sound natural instead of forced. Again, agents recognize and apply those concepts they trust and with which they identify. We have heard the difference in only three days.

Most powerful was the coach the coach training. All of us agreed that was the key element in the program, and your presentation left all of us completely confident we can manage and maintain the program long term.

The final advantage Phone Pro offers is you as an incredibly energetic and believable presenter. Your ability to involve everyone in the conversation and your finesse at controlling the group was impressive. Additionally, your willingness and capability to validate the contributions of each participant enhanced your integrity and earned you respect.

Thank you again for the opportunity to empower our employees and enhance our performance. We are confident the results will speak for themselves.

Respectfully,

Karen G. Gardner  
Customer Service Manager  
The Limu Company



Cinergy / CG&E  
139 E. Fourth Street  
P.O. Box 960  
Cincinnati, OH 45202-0960  
[www.cinergy.com](http://www.cinergy.com)

April 5, 2006

Phone Pro  
2301 East 45<sup>th</sup> Street  
Indianapolis, IN 46205

Phone Pro was a great experience for my employees and myself. The representative we worked with was extremely knowledgeable and had a great personality. She made learning fun. Suellen truly is a great fit for the work she does. She gave the reps suggestions on how to improve their customer service skills. Suellen does a great job of keeping the reps enthused about learning. I recommend her services to anyone who is looking to increase skills in customer service phone skills. She truly is a Phone Pro.

Sincerely,

A handwritten signature in cursive script that reads "Cathy Clark".

Cathy Clark,  
Cinergy



September 21, 2005

Terry Ingram  
Phone Pro  
2301 E. 45<sup>th</sup> St.  
Indianapolis, IN 46205

Hello Terry,

When I was first introduced to Phone Pro as a Technical Support agent several years ago when we rolled the program out to the department, I was very impressed with the degree of professionalism in providing training that many considered another 'flavor of the month'.

As the training consultant for the same department, I was pleased to see that Phone Pro was not and is not just a 'flavor of the month' program. Phone Pro skills have been an integral part of our training in the department and I am delighted to continue with this relationship. Brenda was great to work with and always maintained an upbeat attitude throughout these past few days. She showed that characteristic that I hope others see in me.

Thank you so much!

Craig Trask  
Training Consultant  
Roche Technical Support Center



# RIVERSIDE

H E A L T H S Y S T E M

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November 22, 2005

Phone Pro Staff

In June 2005 Suellen Richardson of Phone Pro came out to train our Call Center representatives in effective telephone skills. A commendable training that has enhanced and improved the way phone calls are conducted on a day-to-day basis. My call center's abandonment rate has improved and they are able to handle difficult calls more effectively.

During the training session Suellen was very energetic. It was evident in her presentation that she was not only knowledgeable, but also enjoys what she does. The broad-spectrum of training materials coupled with Suellen's natural enthusiasm created an eager leaning environment.

Thank You

Laura Gardner  
Billing Manager

**NORTHROP GRUMMAN**

Grumman Systems Support Corporation  
A Subsidiary of Northrop Grumman Corporation  
1500 Kansas Avenue Suite 3A  
Longmont, CO 80501

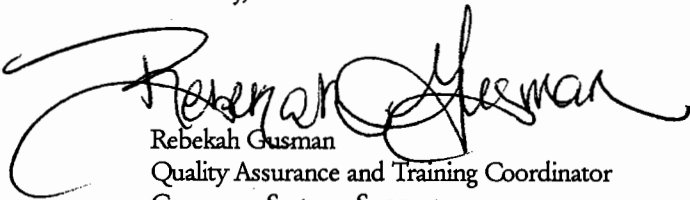
Phone Pro  
2301 East 45th Street  
Indianapolis, IN 46205

Dear Phone Pro,

SUBJECT: DESIRAE HAYNES

I am writing this letter of recommendation for Desirae Haynes. Our office has experienced her wonderful talents in the training of our personnel on two separate occasions for customer service techniques. On both occasions, she has been open to suggestion, flexible, courteous, and gracious. All these elements have contributed to the exceptional training sessions she has conducted. Everyone that has taken her class here in the Longmont office of Grumman Systems Support has learned valuable fundamentals for customer service that we will continue to take with us in future endeavors.

Sincerely,



Rebekah Gusman  
Quality Assurance and Training Coordinator  
Grumman Systems Support

RG



**SOCIAL SECURITY ADMINISTRATION**

**Refer to:**

Albuquerque Teleservice Center  
933 Bradbury Dr SE  
Albuquerque, NM 87106

Ms. Sueellen Fink  
2301 East 45<sup>th</sup> Street  
Indianapolis, IN 46205

Dear Sueellen:

This is to express my enthusiastic appreciation for the training and support you provided to the Social Security Administration, Albuquerque Teleservice Center and the Dallas Region.

You will recall that my commitment is to achieve a new level of efficiency and exceeding customer service in concert. Very often, it seems that the concepts of efficiency and effectiveness are viewed as a choice between handling a lot of calls quickly or taking extra time to ensure that the callers needs are met. Some time ago, I came to the conclusion that competition in the industry does not permit sacrificing or compromising either efficiency or quality. Therefore, we have been concentrating a number of years on the call handling process.

It seems that you and your company, Phone Pro, came along at the perfect time for jumping to a new level. The help you have given offers a wealth of opportunities for us in our pursuit of the process approach to service delivery. Your presentation is professional, fun and provided with such clarity that call center representatives can begin practicing the new skills immediately. The coaching training features tools to supervisors that are effective and easily acquired(although must be practiced to be retained). We are seeing a remarkable acceptance on the part of Teleservice Representatives, supervisors and the union because the package of skills make sense and the training is fun. We are hearing call center representatives report that these skills indeed contribute to the effectiveness of handling calls with a lower stress level.

Experts in performance tell us that the most profitable means of improving employee performance is to provide clear expectations. Perhaps this is the key benefit of the service provided for us. The customer service standards that we established based on your training offer a means to easily and clearly communicate what is expected in the service we provide. The call center representatives know how to do their jobs and the supervisors know how to fulfill their roles as coaches. What a resource!

Again, thanks for sharing your concepts, skills and excitement and for contributing to our future success.

Sincerely,

Terry J. Clements, Manager  
Social Security Administration  
933 Bradbury  
Albuquerque, New Mexico 87106



Uniform Code Council, Inc.®

February 23, 2004

Ms. Brenda Follis  
2301 East 45<sup>th</sup> Street  
Indianapolis, IN 46205

Dear Brenda,

I appreciate the excellent training session that you presented to our team last week. It is evident from the feedback from our Customer Service Reps that it was a huge success.

The real life experiences that you present really bring the techniques to reality.

We appreciate your work and will certainly call on you for training as our future needs dictate.

Sincerely,

A handwritten signature in black ink that reads "John Johnston". The signature is fluid and cursive, with a long horizontal stroke at the end.

John Johnston  
Sr Director, Dayton Operations  
7887 Washington Village Drive, Suite 300  
Dayton, OH 45459  
937-428-3749 Fax 937-428-3797



PUGET  
SOUND  
ENERGY

Turushia Thomas  
Manager Customer Access Center  
19900 North Creek Pkwy  
Bothell, WA 98011

Ms. Desirae Haynes  
Phone Pro  
2301 East 45<sup>th</sup> St.  
Indianapolis, IN 46205

Dear Ms. Haynes:

**Subject: Kudos, and Thank You.**

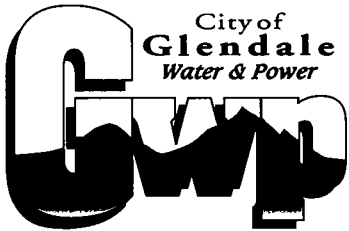
The results are in for the months of July and August. I am pleased to inform you that we have seen positive results since implementing Phone Pro in June this year. All of our Agents completed round 1, the first two hours of training in June. Our June customer satisfaction rating increased from 89% the prior month to 94%, our July rating was 91%. Not only have our customer satisfaction ratings increased, I've also noticed a positive change in our communication style (i.e. memos, monitoring feedback, correspondence, verbal communication, etc.).

I want to thank you for providing our Organization with the tools to accomplish this very critical goal. Keep up the great work! We truly appreciate your contribution to our success.

We are becoming true PHONE PROS!

Respectfully,  
Turushia Thomas  
Manager Customer Access Center  
Puget Sound Energy

Ttt  
cc: Paula Ball-Director Customer Service  
Wendy Micklus-Training Consultant



Reliable • Competitive • Trusted

CUSTOMER SERVICE

November 1, 2005

Brenda Follis  
Phone Pro  
2301 East 45<sup>th</sup> Street  
Indianapolis, IN 46205

Dear Brenda:

I just wanted to let you know how very much we appreciated the intensive week-long training that you provided to all of our customer-contact staff. Your wonderful sense of humor, effervescent personality and thoughtful instruction based on extensive personal and professional experience all had a very positive impact on everyone attending. We loved having you!

The Tele-Service program was very effective in using customized content specific to our organization. The day that you spent with members from all three of our departments as well as the supervisors enabled our staff to see your interest and commitment first hand. It enabled you to see our strengths and weaknesses first hand as well! Using examples culled from your side-by-side time made for very convincing training – everyone is still talking about it!

We also participated in the Coach-The-Coach program which has proven to be an invaluable source of direction, consensus-building, support and encouragement for our sometimes beleaguered senior reps. I can see that this course is crucial to the long-term success of the Tele-Service training.

I would recommend the entire Phone Pro training program in general and you specifically to anyone looking for a real world customer service training approach that provides real world results.

Sincerely,

Melissa Benson  
Internal Communications Specialist  
Customer Services

CITY OF GLENDALE WATER & POWER  
141 North Glendale Ave., Level 2 • Glendale, CA 91206-4494  
Tel: 818•548•3300 Fax: 818•240•9418

