



Teach Employees to Add “The Magic Touch”[©]”

Employees will laugh as they learn:

- To add *The Magic Touch*[©] to every customer contact.
- To understand the *only two things* customers ever buy.
- To transform satisfied customers into great advertising.
- How giving great service directly benefits your employees.
- That customer service is an attitude, not a department.
- How complaints are a gift to improve sales and service.
- Socrates' *Magic Formula*[©] for gently persuading others.
- How to create an unforgettable positive first impression.
- *The Magic Ingredient*[©] that cements customer loyalty.
- How to turn your phone *and people* into a P.R. machine.
- How to disarm angry customers and regain their loyalty.
- To apply the *Magic Ratio*[©] to build customer satisfaction.
- Why customers turn on a company & how to prevent it.



Billy Riggs, MRE, MDiv, CSP
Motivator and Trainer

Master magician and trainer Billy Riggs makes learning fun. With more than 30 years speaking to audiences on 5 continents, he knows how to hold a crowd spellbound as he trains employees to provide stellar service. An investment in your people that will keep them laughing and gasping as they learn to provide “The Magic Touch.”

Customer Service & Communications Skills “Workshop with Benefits”

80% Customer Service Training

20% Comedy, Fun & Magic

100% Beneficial

Call
the Speakers'
Bureau that led you
to Billy's site for more
information

REGISTRATION FORM

Fax to 512-301-6903 or email to register@billyriggs.com

Personal Information

Please arrive 10 minutes before start time to sign in.

Your name(s): _____

Your company/organization: _____

Your email address: _____

Your phone number: _____

Wed. Feb. 2 (North)

Which session do you plan to attend?

Wed. Feb. 9 (South)

9:00 a.m.

1:00 p.m.

6:30 p.m.

Payment Information

Credit Card: VISA MC AMEX DISC

#

EXPIRATION DATE

/



FREE
PARKING

Amount to be billed to card:

Please write the number of registrants in the box.

\$59

Single
Registration

\$49

Multiple
Registrations

\$39

Non-profit
Registration

Directions for Wed.,
Feb. 2 - North Austin



Directions for Wed.,
Feb. 9 - South Austin

Directions from the NORTH and SOUTH: Take MoPac to the Hwy. 360/Capital of Texas Hwy. exit (first exit north of 183. Turn onto Cap. of TX Hwy, go to first light and turn left on Stonelake Blvd. The hotel is on your left just before the end of the road.

Directions from EAST AND WEST: Take 183 to Hwy. 360/Capital of Texas Hwy exit and go NE (toward MoPac). Turn right at the second light on Stonelake Blvd. The hotel is on your left just before the end of the road. Hotel phone number: 502-8100

Directions from the NORTH: Take I-35 south to Stassney, then take the U-Turn lane. Stay on the access road north for 1.1 mile. The Marriott is on the right *before* you get to Teri Road or Highway 71.

Directions from the SOUTH: Take I-35 to exit 230 toward AIRPORT/US-290W, then stay straight on the access road about .7 of a mile. The Marriott is on the right *before* you get to Teri Road or Highway 71.

From the EAST or WEST: Proceed to I-35 & follow the directions above. Hotel phone number: 912-1122

The Magic Touch[®]