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# A CUSTOMER SERVICE ADVENTURE It's Everyone's Business

## Upcoming Webinar

Presenter: Eddy Sumar

July 19, 2023  
9:00 – 10:00 AM CDT

### Attendance Fee:

- \$65 for BCMA/WCA Members
- \$79 for Non-Members

Each phone line will be charged a fee to join the program. Unlimited attendees calling from a single connection will be charged just one fee. Discounts given for 5 plus lines joining the Webinar. Call BCMA/WCA for details.

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In today's business environment, a company can achieve a higher level of sales and a competitive advantage through customer goodwill and loyalty by pursuing customer service at all levels. A company cannot afford not to be customer-centric. Customer service is everybody's business!

Please join Eddy Sumar who will discuss the value of:

- Defining the customer
- Learning about the Triangle of Dependency
- The qualities & roles of a true Customer Service Professional
- Mastering a Can-Do-Attitude
- Learning how to avoid the pitfalls of bad customer service
- Becoming skillful at handling difficult customers: learn to DEFUSE

**MEET YOUR SPEAKER:** *Eddy Sumar* is the Founder of ER\$ Consulting Services in Rancho Cucamonga, California; Education and Youth Skills Development Liaison - Inland Empire Regional Chamber of Commerce; a member of the CIE-DEC 2020-2023 District Export Council; an award-winning International Trade Financing Consultant; a Consultant for the Center for International Trade Development (CITD); a member of the Guidepoint Global Advisors, and an Associate of Quote 2 Cash (Q2C).

## WEBINAR REGISTRATION

"A Customer Service Adventure – It's everyone's Business"  
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*A refund will only be given for cancellations received 5 business days prior to the session.*