



The Client Care

WORKSHOP

Keeping Clients is Good Business

Developed & Presented By

Sonny Moyers
THE O'DEA-MOYERS GROUP
16000 Preston Road, Suite 100
Dallas, Texas 75248

About Sonny Moyers

"The Industry Specialist"



Sonny Moyers earned a Bachelor of Science Degree in Management, with a Minor in Communications from Abilene Christian University. This education, combined with a Masters of Science Degree in Behavioral Theory & Psychology, makes Sonny uniquely qualified to design and implement aggressive and targeted marketing programs. Sonny Moyers became a real estate agent in Texas in 1971, and in 1981, he secured his Broker's license.

Professional experience includes assignments with:

AT&T

Ericsson of Sweden

Southwestern Bell Telephone Company

Moyers, during assignments with various corporations, managed high tech support groups, held the position of Industry Manager with an annual sales quota of over 100 million dollars, and was responsible for Quota Setting Methods, Account Management & Account Planning for Southwestern Bell Telephone in the State of Texas. In the latter assignment, he was responsible for developing the Quota Setting Methodology for the assignment of an annual quota of over one billion dollars. While at Ericsson Network Projects, Inc., he developed a National Penetration Strategy for Ericsson in the U. S. Markets.

In 1987, Sonny established Management Consultant Services, a real estate consulting and brokerage services firm. In 2000, MCS became the O'Dea Moyers Group. Moyers has been licensed as a Texas Real Estate Agent and Broker for over 30 years. Sonny is a member of the Greater Dallas Association of Realtors and the Greater Dallas Chamber of Commerce as well as the Frisco Chamber of Commerce. Sonny also serves as President on the Board of Directors of the **Frisco Association for the Arts**.



Sonny Moyers' background as a Negotiator, Consultant and Real Estate Advisor insures his credibility in the classroom. His 'Power Phrases' help the student develop a more polished and persuasive style of communications and at the same time enhance one's ability to retain vital information. Sonny has a talent for incorporating humor and entertainment into his teaching programs and takes a special interest in people and helping them practice behaviors that will make them successful. His bottom line results-oriented approach along with a good deal of common sense lends the personal touch to his audience. Ebby students love him!

Jan Brand, ABR, CRB, CPS, GRI
Director of Career Development
Ebby Halliday, Realtors

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Unequaled in Experience...
Unsurpassed in Knowledge!

The Client

"The Client Care Workshop" is professional training designed specifically for you. It is about a belief that you are critical to the success of your company. It is the belief that you can make a difference in the satisfaction of the company's clients and that you are critical to the **"client care program."**

"The Client Care Workshop" is designed to give you both the knowledge and the confidence to provide better "client care" and therefore participate more fully in the company's success.

⇒ We must keep our existing clients happy.

⇒ We must obtain new clients in order to grow.

⇒ We must provide better **"client care"** to protect existing clients.

You are essential to our success.

1. Providing better **"client care"** will result in more referrals.
2. Providing better **"client care"** will maximize revenues from existing clients.
3. Providing better **"client care"** will bring all of us together and make our careers more enjoyable.

Your help is needed to achieve our objectives. The management needs you to become a part our "Client Care Program" and add your **unique skills to our efforts.**

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Why We Need You To Be A Superior Staff Member

Superior staff members care about the firm's and the client's success. **Superior staff members** run faster, jump higher, dive deeper, are more committed to results, and care about their TEAM members. **Superior staff members** are better than average and look for opportunities to create **"Magic Minutes"** with existing clients. **Superior staff members** are motivated to achieve more and live up to their management's expectations.

MCS welcomes you to **"The Client Care Workshop."** Your management is making an investment in you. We hope you enjoy the program today and do your best to implement and execute the concepts outlined in this training.

The background material for the **"The Client Care Workshop"** is taken from a number of different sources. These sources include but are not limited to:

1. Cunningham, Ross M. "Brand Loyalty — What, Where, How Much?" Harvard Business Review, 34 (January-February 1956)
2. Tull, D.S., R. A. Boring, and M. H. Gonsior. "A Note on the Relationship of Price and Imputed Quality." Journal of Business, 37 (April, 1964)
3. Holloway, Mittelstaedt, Venkatesan, "Consumer Behavior - Contemporary Research in Action," Houghton Mifflin Company, Boston, 1971.
4. Moyers, Sonny R., "The Complete Reference Manual For The Executive Suite Industry," The O'Dea-Moyers Group, 1997.

"The Complete Reference Manual For The Executive Suite Industry," has been available for a number of years.

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Our Goals Today !

- 1. Have Fun**
- 2. Provide You With Tools**
- 3. Learn New Ways Of Working In TEAMS**
- 4. Protect Our Greatest Assets**
- 5. Learn How To Conduct The Assuring Satisfaction Interview**

The Agenda

Introductions	Getting To Know Each Other	8:30AM
Research Review	Why This Workshop Was Created	8:45AM
The Client	Our Most Important Asset – The Client	9:00AM
Assumptions	Client Behavior – Sonny’s Basic Assumptions	9:45AM
Communications	Improving Communications – Building TEAMS	10:45AM
Lunch Break	A Fabulous Lunch	12:15AM
Client Readiness	Preparing To Provide “Great Client Care”	1:45PM
Assuring Satisfaction	The Assuring Satisfaction Interview – Role Plays	2:30PM
Concepts In Review	Reviewing The Day & Discussion Period	4:00PM
Benefits of Training	Reviewing How You Benefit From Training	4:20PM

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Sonny Moyers

President
MCS

"The Power Of Expectation!"

A management concept based upon the fundamental belief that when employees know what is expected of them, and are properly trained and motivated, they will perform to achieve established goals.

The MCS training curriculum is based upon a number of sources of information. First and foremost, it is based upon Sonny Moyers' experience in working with hundreds of organizations and executives throughout the world. Secondly, it is based upon information taken from *industry research conducted by MCS*.

Additional sources are as follows:

Psychological Dimensions of Organizational Behavior, by Barry M. Staw

Understanding Psychology And Dimensions Of Adjustment, by Bernard Poduska

Cunningham, Ross M. "Brand Loyalty — What, Where, How Much?" Harvard Business Review, 34 (January-February 1956)

Tull, D.S., R. A. Boring, and M. H. Gonsior. "A Note on the Relationship of Price and Imputed Quality." Journal of Business, 37 (April, 1964)

Holloway, Mittelstaedt, Venkatesan, "Consumer Behavior - Contemporary Research in Action," Houghton Mifflin Company, Boston, 1971.

We want to thank you for your participation and investment in this training program. Good luck and remember,

"Sales Solve All Problems!"