

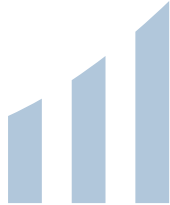


Become the Nordstrom of Your Industry

with **Robert Spector**

Applying Meaningful Values and Practices to Your Organization

How Can My Organization Become the Nordstrom of Our Industry?



At its essence, customer service is about making life easier. For Nordstrom, this means making life easier for their customers, employees, and strategic partners.

Founded by the author of “The Nordstrom Way”, Spector Consulting is recognized worldwide as the premier authority on customer service. We guide and support companies to become the Nordstrom of their industry.

Robert Spector’s latest book, “The Nordstrom Way to Customer Service Excellence”, transforms this classic into a powerful guide for today’s multi-channel business environments. This completely reworked and expanded version illustrates what every organization can learn from the world’s most respected customer service-driven company.



Start by Asking Yourself the Following Questions:



- 1** Are we enhancing the customer experience in a meaningful way? Internal customers and external customers.
- 2** Are we increasing revenues?
- 3** Are we developing customer loyalty?

Our Offer:

The Ultimate Customer Service Keynote Program

45, 60 or 90 minutes

Robert Spector's dynamic and engaging keynote program explains (in story form) the principles of the world-class customer service cultures he has written about in his books, including Amazon.com, Starbucks, and Nordstrom. This program sets the stage for creating, encouraging, and sustaining a superior customer service experience. We will customize our program(s) to the needs and goals of your organization. We are flexible with the length of presentations and the curriculum. Our goal is to support your customer service initiatives.

Customized Training Programs and Workshops

~3 hours

Spector Consulting offers customized training programs and workshops. Our interactive processes create a collaborative environment that extracts hidden wisdom while generating fresh, new approaches to customer service. Our goal is to help you identify existing and new opportunities, and to co-create strategies for cost efficient implementation. The ideas that are generated during our workshops are translated into reports for your organization. We design strategies for your team to implement.

Values Define an Organization

Though a company's success may be shaped by its practices, its longevity is determined by its values. Practices (strategies, product offerings, etc.) change over time; values must not.

Great customer service organizations are successful because they are able to sustain their principles of excellence. The reason why these organizations can support and sustain their principles? They have core values that drive everything they do, and have hired individuals who already share those ideals.

Nordstrom is one such company, having adhered to their core values for four generations. Through re-reading the memoirs of the first three generations of the Nordstrom family, Robert Spector has identified Nordstrom's nine core values:

Respect

Trust

Communication and Collaboration

Awareness

Competition and Compensation

Innovation and Adaptation

Selflessness

Loyalty

Fun

The *Nordstrom Way* Principles of Customer Service Excellence

Through vivid storytelling and examples, Robert takes the audience on a tour of the principles that comprise *The Nordstrom Way*.

Hire with Care

Empower the Entrepreneur

The Sale is Never Over

Create an Inviting Place

Nurture the Nordie

Multi-Channel Touchpoints

Citizen Nordstrom

Tell the Story

Examples of Training Material

Creating and Telling Your Company Story

Developing a compelling narrative about who you are, how you started, what you stand for, and your purpose and vision, is the foundation for building an authentic and powerful company culture and brand. Learn how to tell your story to your employees, and infuse your culture with that story. Then discover how that story can be reflected outward to your customers in meaningful ways.

Building a Culture of Customer Service Excellence

World-class customer experiences are created from the inside of an organization out. Discover a wealth of ideas for creating a great customer service culture.

Multi-Channel Touchpoints

Today's customers want companies to know them—their preferences, their purchases, their history, and their credit card numbers—across all channels. They want the same brand experience whether in store, online or on the phone. The customers who spend the most money and shop the most often tend to shop multi-channel. Learn how to create a seamless customer service experience.

Creating Great Customer Experiences

To create the ultimate customer experience, you must view your business through the eyes of your customer. Would you want to be a customer of your organization? Learn how to deliver a consistently inviting, helpful and easy experience across all touchpoints. It's more than generating quality transactions, it's about building lasting relationships.

Some of Our Clients

Infiniti Automotive

Marin County Foundation

Parature, INC

Pfizer

Pizza Hut

Rackspace

RBTT Bank

Wells Fargo

SEMA

Snap-On

Starwood Hotels

State Farm Insurance

TRSA

US Forest Service

Zimmer

American Electric Power

BAE Systems

AstraZeneca

Chrysler

Double Click

Cadillac

Farmers Insurance

The Centers for Disease Control

Kaiser – Permanente

Nationwide Insurance

The Chicago Mercantile Exchange

Domino's

Kemper Development

Bank of Montreal

Dell

Royal Bank of Trinidad

Humana

Polygon NW

Seattle Public Libraries

University of Utah Healthcare

United Stationers

OCBC Singapore

Edward Jones

Credit Union Executive Society

JD Power and Associates

India Retail Federation

South African Council of Shopping Centers

American Library Association

Canadian Retail Hardware Association

American Nursery and Landscape

Association

Tata Consulting Services

National Association of Broadcasters

CEMEX

American Red Cross

Sprint

The Vail Valley Chamber and Tourist Bureau

Samsung

National Association of College Stores

Ellie Mae

Testimonials

“Robert’s entertaining and inspiring keynote presentation resonated with attendees at Starwood’s Leadership Conference. We received many positive comments about his message of customer service and the importance of teamwork and collaboration.”

- Jennifer Bauchner, Director of Rooms and Sustainability, Starwood Hotels and Resorts

“Robert Spector was a featured guest speaker for Infiniti’s Leadership Summit Tour. His ideas for optimizing the customer experience struck a receptive chord with Infiniti retailers.”

- Barry Burris, Senior Manager, Infiniti Training

“We were honored to have Robert as a featured speaker at our J.D. Power and Associates-Wall Street Journal Leadership in Customer Service Roundtable in New York City. Robert’s enthusiastic presentation on Nordstrom, along with the insights he shared on the importance of satisfying customers, were most informative. Our audience enjoyed hearing his perspectives.”

- T.W. Shaver, Senior Partner, J.D. Power and Associates

“Robert Spector spoke at our annual user’s conference and his speech was sensational. He connected with our audience and delivered a ‘spot on’ message to our customer base. Our users were excited about his speech and we were delighted with his work. I would recommend him highly to any organization.”

- Gary McNeil, Vice President of Marketing, Parature

“Thank you for giving our management team an inside look at the ‘magic’ of exceptional customer service and what it means not just for the customers we serve, but also for our employees. Your remarks at our Retail Summit were every bit as powerful and inspiring as your book.”

- Jim Mickey, Vice President, Sprint Store Management

“Thank you for the presentation you gave to our employees on The Nordstrom Way. The department heads were very impressed with the facts you presented. Many of them thanked me afterwards and told me how motivated they felt after listening to you.”

- John P. McGree, President and Chief Executive Officer, Solaris Health System



Testimonials Continued

“Our firm has a strong corporate culture, and your presentation confirmed how that can be a strategic advantage for us. The principles resonated with our audience, who are the front-line providers of service at our firm. Your presentation was timely and fit in well with the overall message of our conference.”

- Kathie Askren, Director, Branch Associate Training and Development, Edward Jones

“Your presentation on Nordstrom and how to install the principles of customer service into our organization drew a tremendous response from the conference attendees. The brainstorming session was clearly empowering for the managers, many of whom commented about their eagerness to share the outcomes with their teams.”

- Ron Carter, Senior Vice President, Charles Schwab Institutional

“You understood our customer issues and were able to provide a framework by which our team could understand the implications for providing outstanding customer service.”

- Catherine Celestin, PharmaD, Pfizer Pharmaceuticals Group

“From the written evaluations I scanned and the comments I heard, it’s clear that many of the participants appreciated your perspective on customer service and saw its application to our business.”

- Carol Kirsch, Senior Learning Consultant, Kaiser Foundation Health Plan, Inc.

Please call or email me with any questions.

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