

Increase Productivity, Decrease Conflict, & Improve Customer Service

with Amy P. Castro



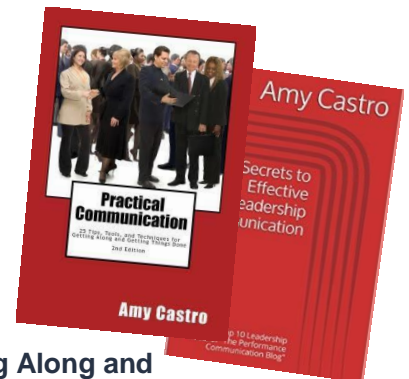
The key to creating an unstoppable level of loyal customers for your organization is great service! You may know that already, but **once you and your team master the intricacies of emotional intelligence, people skills, problem solving, and hiring the RIGHT employees to serve your customers... your customer attraction and retention will dramatically improve!**

About Amy P. Castro, MA, CSP

Amy P. Castro is a recognized Performance Communication® expert, speaker, author, and blogger. She brings her communication expertise combined with 18+ years of business experience to help you conquer your biggest problems, including hiring the right employees to serve your customers and how to attract and retain life-long customers. She knows how to help professionals like you solve their biggest challenges in growing their leaders and teams and getting customers to stick to you like glue!

Amy holds a Bachelor's Degree in Journalism from the George Washington University and a Master's Degree in Human Communication Theory from the University of Northern Colorado. She also holds the prestigious "Certified Speaking Professional" (CSP) status conferred by the National Speakers Association (NSA). The CSP is the highest earned designation in NSA and only about 10% of members worldwide hold this status.

Amy is a proud U.S. Air Force veteran, having served as a captain in the public affairs career field. After leaving the Air Force, she founded her company The Performance Communication Group in 1994. She is also the author of the books **Practical Communication: 25 Tips, Tools, and Techniques for Getting Along and Getting Things Done** and **The Secrets of Effective Leadership Communication**.



Amy uses her humor, down-to-earth style, REAL stories, and fun, practical activities to create customized and engaging programs focused on **Performance Communication®: Assertive Communication techniques that are Positive, Purposeful, and Practical**. Her customized programs allow participants to leave her sessions ready to put new skills into action immediately.

What People are Saying About Amy

Amy is thought provoking, interactive, and funny. She provided useful tips I can implement right away!
- Chrystal Bailey, Human Resources Manager, AZZ Incorporated

Amy's program was invaluable to our organization. What a difference have I seen in my staff in terms of: effective management, organization, and most importantly communication. Her methodology proved to be extremely useful for any growing organization.
- Tri Nguyen, President, BioCure Pharmacy

Featured Presentations

Delivering a 5-Star Customer Experience That Creates Untouchable Customer Relationships

Customer loyalty can't be bought, it can only be built by creating an experience for your customers that builds a life-long relationship.

In this program, you will discover:

- Some of the things that drive customers away (and how to stop the bleeding)
- How and when you can go above and beyond to create loyal, life-long customers
- How to develop creative programs and ideas to draw new customers in and keep them happy long term
- How to make sure you've got the right team to deliver exception service to your customers
- Key customer service skills that are essential for any customer service provider
- A problem-solving conversation template you can apply to any problem or complaint
- And more!

Your Best Marketing Asset is Having the RIGHT Employees on Your Team How to Hire the RIGHT FIT Employee Every Time

In the classic fairy tale "The Frog Prince," a frog is turned into a prince when he finds his perfect match – the "right fit" person just for him. Unfortunately, most people involved in the hiring process find that this fairy tale is reversed: They meet a seemingly perfect prince or princess at the interview, but a frog shows up on the first day of the job.

In this program, you will discover:

- What organizations do wrong that causes them to attract "wrong fit" applicants
- Common interview questions you must stop using because they waste time and tell you nothing
- How to develop "right fit" interview questions for every job
- How to crack the "interviewee façade" to uncover the REAL person behind it, so you can hire the "right fit" employee every time
- And more!

Coaching Your Employees to Greatness

If you struggle to keep great employees motivated and average employees striving to improve, then this program is for you! Coaching is more than just trying to motivate employees. It's the everyday conversations we have that keep employees wanting to do more and do better.

In this program, you will discover:

- What is coaching and why it's so important to performance
- When you should coach
- How to coach successful employees to continue to achieve greatness
- How to provide "Performance Improvement Feedback" that gets results
- And more!

Some of Amy's Clients Include:

PricewaterhouseCoopers, Reliant Energy, Aramark, Ethyl Corporation, Sysco, Marathon Oil, Lockheed Martin, United Space Alliance, SAIC, NASA, Christus St. Luke's Health, Texas Children's Hospital, McKesson Specialty Health, and more!