



# Lisa Ford

**Author Of The #1 Selling Business Video Series  
“How To Give Exceptional Customer Service”**

Lisa Ford delivers what her audiences want, practical ideas combined with plenty of opportunities to laugh and relate to her examples. She combines energy and expertise to give her audience tangible strategies for making a difference for your customer’s experience.

Lisa has been speaking to audiences for 25 years on how to create a customer focused organization and team. Lisa has depth of experience that allows her to customize her message to your needs. Her ideas make a lasting impression. She is the author of a best selling training series, How to Give Exceptional Customer Service. Lisa’s books include, *Exceptional Customer Service* and *Customer Service Excellence: It’s in the Details*.

Lisa’s message is based on years of study and consulting with some of the top Fortune 500 businesses in the country. She has customized numerous videos for clients to use in their ongoing service initiatives. Lisa’s audiences are diverse ranging from leadership teams, managers, team leaders, sales teams, IT groups to front line employees. Whether you need her as an opening or closing keynote speaker, her message is guaranteed to inspire and motivate your audience to immediate action.

## What People Are Saying About Lisa

*“You were captivating while on stage and your message integrated perfectly with our meeting theme and core message - the importance of providing exceptional customer service. Your research into our business and the challenges facing our meeting participants ensured that your message was crafted to specifically address the “hot buttons” of retailing in the gasoline and convenience food industry.”*

**Mike Pooler**  
CITGO Petroleum

*“Lisa hit a home run. I have received only positive feedback! Please convey my appreciation to Lisa for her great presentation and preparation with us. Many of the concepts Lisa presented not only resonated with our chiefs and administrators, they have inspired new direction and focus in our work to lead our market and industry in exceptional care experience delivery. Thanks!!”*

**Robert Blair**  
Kaiser Permanente, South Bay

*“Our group gave you rave reviews and references to your speech were repeated throughout the conference. Your speech showed you really listened to us during our pre-conference discussion, and it really came across that you understood our attendee’s job and their challenges. You had us all laughing and really drove home your six points for Everyday Excellence.”*

**Tracy Hallman**  
Guardian Life Insurance Company

*“I have had the opportunity to experience a number of “motivational” speakers. While I am often entertained and certainly experience the short term excitement that these speakers generate, I also usually feel that the message is generic and lacks long term sustainability in business practice. My team’s experience with you was very different. Your comments directly addressed the issues we are facing and your thoughts and ideas on what we can do differently will have a profound effect on our performance. The team was energized by your performance, but more importantly, the team was challenged by your ideas on how a large organization like this one can get better by focusing on the individual customer interactions we are privileged to experience each and every day. There is no doubt you made a lasting impression.”*

**Dan Walsh**  
AT & T

## Lisa’s Presentations Include:

**Why Customer Service Is Not Enough**

**Customers As Partners: Build Loyalty  
And Repeat Business**

**Everyday Excellence**

**Create An Energized And  
Motivated Service Team**

**How To Lead A Team**

**Personal Power**

Lisa’s Management Office:

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## Clients Include

AG Edwards	CSX Transportation	Hunter Douglas
American Academy of Cosmetic Dentistry	Doncaster	Kaiser Permanente
American Diabetes Association	DuPont	KFC Corporation
American Lung Association	Edward Jones	Lash Group
American Gas Association	El Pollo Loco	Mobil Oil
American Veterinary Medical Association	Equitable	Morton's of Chicago
Aramark	General Electric Healthcare	MTV
Arizona Public Service	Georgia Power	National Association of Water Companies
Atlas Van Lines	Glaxo	Nationwide
Baxter Healthcare	Great American Business Products	Pfizer
Biogen	Growmark	Philip Morris
Boots, The Chemist, LTD	Hallmark	UPS
Boston Beer Co.	Hewlett-Packard	Verizon Wireless
Cigna		Viacom

### Lisa's Presentations Include:

- ***Why Customer Service Is Not Enough***

Customer service alone will not lead to long term survival. This presentation combines strategies and stories so the audience leaves with ideas on winning and keeping the customer.

- ***The Customer Experience: Build Loyalty Repeat Business***

The goal is to gain customer loyalty by delivering a memorable customer experience. Lisa's speech is about creating deep relationships to get customers to love you and continue to choose you.

- ***Everyday Excellence***

The best way to survive in today's fast changing workplace is to be smarter and better every day. Lisa challenges and motivates the audience with ideas on how to make a difference with risk taking, maintaining the right attitude, adding value to the team and being in service to others.

- ***Create An Energized And Motivated Service Team***

Lisa focuses on what the best are doing to create a strong culture with an engaged service team. This presentation will look at leadership, hiring, training, service strategies and recognition ideas. Your bottom line depends on a great inspired and motivated team.

### Author Of:

#### Video Programs

- How to Give Exceptional Customer Service
- Developing a Customer Retention Program
- Building a Customer Driven Organization: The Manager's Role
- Customer Service Excellence: It's in the Details

#### Books

- Exceptional Customer Service
- Customer Service Excellence: It's in the Details

### Honors And Involvement

- Inducted into the Speaker Hall of Fame in 2002
- Earned the Certified Speaking Professional (CSP) designation from the National Speakers Association
- Board Member of University of Tennessee, College of Arts and Sciences
- Awarded Outstanding Alumni from University of Tennessee
- Awarded Chancellors Citation of Extraordinary Service to the University of Tennessee
- Member of the Alumni Board of Directors - University of Tennessee

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