

Lisa Ford, CSP, CPAE – Introduction

Lisa Ford is an expert in customer service challenges. Her strategies have helped organizations win and keep customers loyal for over 20 years. Lisa is the author of the best selling training program, *How to Give Exceptional Customer Service*, and her books and other resources continue to be invaluable to teams that want to improve. In 2002, she was inducted into the Speakers Hall of Fame by the National Speakers Association. This is an honor held by less than 240 other speakers over the last 40 years.

Lisa is a graduate of the University of Tennessee and serves on a Board for the University. She lives in Atlanta, Georgia.

Please welcome Lisa Ford.

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