

SEMINAR TO FOCUS
ON CUSTOMER SERVICE

For Immediate Release
November 4, 1987



Edward Leader, nationally recognized authority on salesmanship and communications, will lead a University of Southern Indiana seminar on Wednesday, November 11, designed to aid the businessman in improving employee service techniques and company public image.

The seminar, to be held at Southern Hills Counseling Center at Jasper, teaches sales and service employees the skills to create a positive business image, handle complaints, use effective interpersonal communication with customers, and to get non-marketing employees to feel enthusiastic about themselves and their organization.

The registration fee is \$140 -- \$125 each for two or more from the same firm -- and includes seminar materials and lunch. Call Ms. Joan Nordhoff at the Counseling Center, 482-3020, for information or to register.

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