



# Michael McIntyre 'Customer Service Strategy Workshop'

Tuesday 26<sup>th</sup> April, 8pm -9.30pm

**BRING YOUR  
STAFF MEMBERS!**



Michael is **third generation Butchery**. He worked in his father's shops in Derry before leaving to train as a **Psychologist**. He worked for meat and food processors: selling to independent butchers and retail multiples. As a management consultant, mentor and skills coach he has delivered a range of **Retail Skills and Customer Care Programmes**. He combines practical experience gained at the shop counter with his time selling in the retail sector.

Michael sees things from the customer's point of view and will demonstrate how a **process-driven approach to (i) staff motivation/satisfaction and skills (ii) the customer experience, (iii) convenience, (iii) added value, and (iv) profits, is key to survival and growth.**

**VITAL TO THE FUTURE OF RETAIL, VITAL FOR YOU TO ATTEND!**