



*Influence with Ease®*

**JEFFmowatt**  
THE ART OF CLIENT SERVICE

Jeff Mowatt, BComm, CSP  
Corporate Trainer, Business Author, International Speaker

### **The Art of Client Service... Influence with Ease®**

One way or another, you influence others. When you discuss an idea with a co-worker, resolve an issue with a spouse, or interact with a customer you are exercising influence. The problem is when people are rushed or focusing on the task, it isn't always easy to create trust. Enter Jeff Mowatt's approach that he calls, *Influence with Ease®*. In this session, Jeff shares subtle, powerful principles on how to create trust with virtually anyone. The result is reduced conflict, strengthened customer loyalty, and recharged team spirit.

Participants learn the *Influence with Ease®* approach to:

- Shift from *reactive* 'order-taking' towards *proactive* business relationship building
- Increase revenues by 16% with a six-word question
- Move beyond *repeat* business to create *loyalty* (there is a difference)
- Avoid 7 common expressions that unwittingly raise scepticism in others
- Tap the 'humility advantage' to overcome resistance
- Enhance people's perception of you by 12% by using a two word phrase more often (hint: it's not *please* or *thank you*)
- Position your ideas, products and services so that people select higher value options
- Break bad news to others without creating hard feelings

*Influence with Ease®* applies equally well with *external* customers or *internal* co-workers. In this session no one feels left-out.

### **About award-winning speaker, Jeff Mowatt, BComm, CSP**

He's a leading authority in his field. Jeff is the author of the critically acclaimed business book, *Becoming a Service Icon in 90 Minutes a Month*. He heads his own training company and has written and produced 4 audio training albums. His *Influence with Ease®* column has been syndicated and featured in over 100 business publications.

He's professional. Jeff has served as the national President of the Canadian Association of Professional Speakers. The International Federation for Professional Speakers awarded Jeff with the highest earned speaking designation in the industry; the Certified Speaking Professional (CSP). Of the over 5,000 professional speakers in the worldwide federation, less than 7% achieve this degree of distinction.



He's relevant. One of Jeff's trademarks is that he customizes his message for each particular group. He interviews several session participants in advance of his session. He then weaves those examples throughout the session so that people can apply the concepts immediately.

### **Value-added services**

To reinforce his message for an entire year, Jeff provides his client organizations with a series of 12 complimentary *Influence with Ease®* articles. He also offers a full compliment of consulting services and training tools including: executive retreats/planning sessions, service assessments, books, multimedia CDroms, audio training kits, and weekly 30-second training tips.

**"Jeff Mowatt's session was excellent and was rated by delegates as the best of the entire conference."**

Louise Shulko, Alberta Support Staff Conference Chair

**"Jeff's content, delivery, high standard of professionalism, and pleasing personality makes him one of the most outstanding and memorable speakers I've heard."**

Stan Palmer, Past International Director, International Assoc. of Lions Clubs

**"This investment in your people will pay for itself over and over."**

Elaine Brownlee, Training Mgr, Business Development Bank of Canada

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