

## **FOR IMMEDIATE RELEASE**

No Photo Enclosed

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### **Get Customer Service Excellence at MetroAction Seminar**

**SCRANTON, PA, February 4, 2008**—MetroAction, Inc., the community development arm of The Greater Scranton Chamber of Commerce, is hosting a seminar entitled “Customer Service Excellence.” The seminar will be held Wednesday, February 27, 2008, from 9:00 AM to 4:00 PM in the board room of the Chamber, 222 Mulberry Street in downtown Scranton. Scott Muirhead, Area Sales Manager of Dale Carnegie Systems is the featured speaker. The seminar is sponsored by Dale Carnegie Training.

There are two kinds of buyers: transaction buyers and relationship buyers. Transaction buyers look at your company as just another vendor and buy for price or convenience. Relationship buyers view your business as an organization they can trust. They buy from you because you consistently over deliver on service. Relationship buyers purchase more frequently and in larger amounts than transactional buyers.

At the seminar, Mr. Muirhead will demonstrate how to identify current customer needs and anticipate customer expectations, profile a client with the “customer continuum,” overcome objections and negotiate with customers using the three principles of successful negotiation, use follow up techniques that build loyalty, and much more.

The cost of the seminar is \$120 for Chamber members and \$150 for non-members. A continental breakfast and lunch will be served. The deadline for registrations is Friday, February 22. Seating is limited! To register for this seminar and other upcoming Chamber events, visit [www.scrantonchamber.com](http://www.scrantonchamber.com). For more information visit [www.MetroAction.org](http://www.MetroAction.org) or contact Christina Hitchcock, 570.342.7711, email [chitchcock@scrantonchamber.com](mailto:chitchcock@scrantonchamber.com).

MetroAction, Inc. is a non-profit community development organization that provides financing and training to small businesses in northeastern Pennsylvania. MetroAction serves entrepreneurs in Carbon, Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne and Wyoming counties who may not be able to obtain financing at traditional lending institutions. Entrepreneurs can obtain up to \$25,000 for working capital, equipment and machinery purchases or leasehold improvements. MetroAction has helped 175 small businesses obtain over \$2.5 million, including childcare providers. For more information on MetroAction’s programs visit [www.MetroAction.org](http://www.MetroAction.org).

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