



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Susan Clarke

Travels from: California

Fee Range: \$5,001 - \$7,500

Susan Clarke is a dynamic international speaker and author, whose effervescent and lively style of communication reflects her outlook on life and her beliefs. She is a certified Behavior and Values Analyst and a recognized expert in the field of internal and external customer service. Susan's novel theories are based on her "real life" experience combined with her expertise in the areas of behavior, values and attitudes.

Her direct approach to service provides a practical framework for those who want to exceed their customer's expectations...and want to exceed them NOW. Susan's programs are highly interactive and entertaining, yet they provide the type of substantive information that makes a real difference. In these programs, she demonstrates how to develop a win-win attitude. She knows that this will improve performance and dramatically increase the bottom line.

Her interest in improving customer service began in 1966. It was sharpened by an eight-year association with Gilbert/Robinson, Inc., the operators of Houlihan's and other concepts, as they grew from a regional chain to a national chain during the '70's. During this period, Susan worked as a corporate trainer, opening more than forty restaurants nationwide. During these openings she worked only with newly hired staff and noticed that some people seemed to have a natural predisposition for being successful in customer service.

In addition to speaking, Susan is the author of *The FUN-damental Secrets of Service: How to Have FUN and Make Your Customers Feel Good About Spending Their Money*. Written in novel form, it is designed to help develop your customer service skills and strengths. In addition, Susan is a contributing author to the *Hospitality Master Series* which has released *50 Proven Ways to Build Restaurant Sales and Profits*, *50 Proven Ways to Build More Profitable Menus* and *50 Proven Ways to Enhance Guest Service*.

Susan's clients give her rave reviews for her presentations. "A unique ability to communicate," "able to relate to all levels of an organization," "Susan is one delightful bubble of enthusiasm" and "a valuable gift of knowledge presented in an entertaining way" are just some of the positive comments expressed by her many clients.

Most Requested Programs...

- The FUN-Damentals of Attitude
- The FUN-Damentals of Emotional Intelligence
- The FUN-Damentals of Believing, Achieving and Succeeding
- The FUN-Damentals of Communication
- The FUN-Damentals of World-Class Service
- The FUN-Damentals of Generations X & Y