

“Lousy customer service is bad business and bad business costs you money! At WAYMISH Central, we can change that. Forever”

Lee Tomlinson, The WAYMISH GUY



Let Lee Tomlinson help your team master the art and science of world-class customer service.

In these tough economic times, can you really afford to lose customers because of something so fixable as the quality of your customer service? Of course not! No matter the quality of your customer service today, we can help you transform your business into a customer service “LEGEND”.

How? By eliminating WAYMISHs whenever and wherever they occur.



What’s a WAYMISH?

A WAYMISH is: Anything that makes your customers angry, aggravated, irate, inflamed, mad, irritated, frustrated, annoyed, feel stupid, unappreciated, or insulted so that they: flip out, fly off the handle, flip their wigs, blow a fuse, go ballistic, fly off the handle, go through the roof, throw a fit **AND LEAVE TO DO BUSINESS WITH YOUR COMPETITORS.**

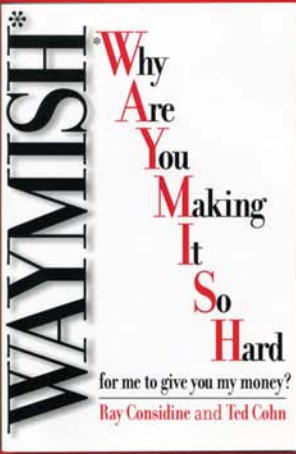
Benefits:

Keep customers forever • Lower employee turnover • Turn today’s customers into “raving” fans
• Increase invaluable word-of-mouth” advertising

MAKE MORE MONEY!

One hour, half-day, full-day, and multiple day, fully customized trainings available.

WAYMISH



ABOUT LEE TOMLINSON

Mentored by Ray Considine, author of the hugely popular **WAYMISH** customer service book, Lee now has the exclusive rights to carry the **WAYMISH** torch since Ray's recent passing. Throughout his 30 years in senior-level management, Lee has experienced everything imaginable in the customer service arena. Lee has raised over \$100M for major non-profits like the US Olympic Committee and The American Film Institute, produced an Emmy award-winning series of specials for CBS, owned a major Hollywood studio and run an import/export company in China.



Improving Customer Service is not just what he does. It is who he is.

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"**WAYMISHs** don't need to prevent you from providing exceptional guest experiences. Lee helped the San Diego Zoo team remember that every guest is seeking a world-famous experience and we are all here to make that happen every day."

Ted Molter – Director of Marketing - San Diego Zoo Global

"Lee gave a fantastic customer service presentation to our development staff. He not only stresses the importance of customer service, but also provides practical ways to improve right away. Lee is outstanding!"

Rich Israel – President - Pacific Coast Chapter, National MS Society

"Lee is someone every business and organization should bring in to help excite people toward realigning and reigniting their customer service levels. We all left his session motivated to make changes and already see benefits from his customer service wisdom."

John Fine – Director, Sales & Marketing - The Spokane Club

www.WAYMISH.com

For more information, please contact WaymishTraining@gmail.com

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