



MICHAEL D. BROWN, MBA

Fresh Customer Service®

Michael D. Brown has left a trail of fresh results in corporate America. By creating a passion in frontline employees to deliver a world-class customer experience, he empowers employees to consistently, significantly, and rapidly improve the bottom line. He shares his proven tools, techniques, and best practices in *Fresh Customer Service* .

**Delivering
Fresh
Customer
Service
through the
Front Line
Employee that
delivers Fresh
Results!**

Who Should Attend?

- ◆ Executives
- ◆ Managers
- ◆ Human Resource Professionals
- ◆ Trainers
- ◆ Frontline Leaders

Michael D. Brown

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What is Fresh Customer Service® ?

Fresh customer service incorporates tasking, training, tools, and recognition to support frontline employees in their core mission of customer satisfaction. *Fresh Customer Service* builds on an understanding of the frontline customer experience, empowers employees to “make-it-right”, and continually changes in response to new challenges. This approach invites the organization to try a fresh way. The power of the *Fresh Customer Service* resides in its philosophy of recognizing the frontline staff as the ultimate source of both the customer experience and the solutions to any problems that might arise..

Most Requested Presentations

Fresh Attack on Customer Service

How to Deliver Right-Now Solutions and World-Class Experiences

Today's customers demand world-class experiences and right-now solutions. Yet, many customer service programs focus only on the concepts, slogans, and “reasons why”, without providing any “concrete hows” to improve the situation. *Fresh Customer Service* gives the employees the authority to deliver excellent experiences and practical solutions so your customers will return again and again!

You will discover that:

- ◆ Customer experiences are delivered at the frontline
- ◆ Processes and procedures must support customer service, not undermine it
- ◆ Employees must be empowered to solve problems and “make-it-right”
- ◆ Customer service training must support the frontline employees’ real jobs

Fresh Passion Drives Results

How to Move Employees from “Asset Protection” to “Experience Delivery”

Nine times out of ten, customer problems begin with simple issues that can be easily solved. This program shows how the power to “make-it-right” infuses passion into frontline employees to fix the problem, preserve the experience, and still protect the assets.

You will that:

- ◆ Passionate employees consistently deliver more competitive customer experiences
- ◆ Fun, engaging, and rewarding work environments create an employee’s desire to deliver a world-class customer experience.
- ◆ Employees need proven solutions to real-world experiences relevant to their job
- ◆ Passionate employees need permission from the top to take risks... and boundaries to guide their well- intentioned efforts

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About Michael D. Brown

As a successful professional speaker, coach, and trainer, Michael D. Brown has achieved unprecedented results by drawing upon his own life experiences and his highly successful corporate career. He has inspired and led teams of people which, in turn, has enhanced the corporate bottom line.

The 7th of 10 siblings and very soon was faced with the challenge of being a creative provider for himself. So in high school, Michael began peddling candy and other sweets from a plastic container that fit in his backpack and could be displayed in his hand for easy viewing by the student customers. What began as a small candy business, generating about \$40 a day, blossomed into a booming business enterprise, generating \$300-\$400 a day, an amount that competed with the school's own concession stand business. As you can see, the ability to drive results started very early for Michael.

Ambitious for success, hungry for professional growth, and driven to help others, Michael has developed his core values of determination, ambition, and creativity from the lessons he learned with life experiences like his candy business.

Early in his early career, Michael focused on not-for-profit organizations by taking on a consulting roles for some and participating as a member of the Board of Directors for others.

Michael has spent time in a diverse set of companies, organizations, and industries, such as Murphy Oil (The Wal Mart Project), USF&G Insurance, BP, Wells Fargo Financial, San Francisco Foundation, Ford Foundation, Marriott, Amoco, Ralph & Kacoo's Seafood Restaurant, Wendy's International, along with a number of small independent business owners.

In 1996, Michael joined [British Petroleum](#) (the third largest company in the world), supervising the operations of 15 employees. On the fast track with BP, he has earned seven consecutive promotions (and 4 cross-country moves) in the past four years. He is now responsible for 140 retail convenience outlets in southern California - with 15 district managers and more than 1000 associates in his region.

Michael is known for his fast improvement of the bottom line. In one instance, he turned a dying unprofitable operation into a profitable, sustainable one with a 75% increase in store sales and a 40% reduction in store expenses over the course of six months. . Michael takes the time to truly understand an organization, so he can weave their corporate and individual goals into his presentations.

Michael holds a BBA in Management from [Jackson State University](#) and an MBA in Global Management. Michael delivers his message on *Fresh Customer Service* and *Major + Fresh Passion = Six Figures*TM through keynotes, seminars, workshops, and executive retreats.

Michael's new book, *Fresh Customer Service*, is due for release in early 2007.

Testimonials

"The corporate guys from Dunkin Donuts came to my business to see why I had the number one sales in the company. I told them that Michael Brown taught me how to motivate employees and that's why I am achieving record sales in my stores."

Dunk in Donuts/ Bask in Robbins - Chandan Sengupta, Franchisee

"Michael Brown is a young man who is on the move! He is energetic, captivating and inspiring. He will set you on Fire."

Willie Jolley Worldwide - Willie Jolley, Award winning speaker, author and singer

Quick Facts About Michael D. Brown

- ◆ Doubled customer satisfaction indexes for dozens of businesses within 45 days
- ◆ Took companies that haven't grown or were flat to 26% - 75% growth, while reducing expenses by 11% to 32%
- ◆ Advised dozens of Global teams, Fortune 100 companies, entrepreneurs, and non profits on *Fresh* strategy development, implementation, execution, and follow up
- ◆ Recognized by a Fortune 5 company for consistently being in the top 5% in sales growth
- ◆ Earned MBA in Global Management-graduating summa cum laude
- ◆ Amassed 15 years of technical and functional leadership experience

