



PROPOSAL FOR LATHRUP VILLAGE

BUILDING A CULTURE OF GREAT SERVICE | 2-HOUR PRESENTATION

September 8, 2021





PROPOSAL FOR LATHRUP VILLAGE

TOPIC

Building A Culture of Great Service | 2-Hour Presentation

LOCATION

City of Lathrup Village - City Hall

DATE - TBD

Thursday, October 28 - 9-11:00 am

TRAINERS

Arianna Tellez Leon and Katie Frank, ZingTrain Trainers

TRAINING MATERIALS

Each participant will receive a Workbook, including examples of Zingerman's staff training materials

COST FOR UP TO 50 PARTICIPANTS

Preparation and Materials Development:	included
Presentation – 2-Hour:	\$ 2,500
Mileage billed at current IRS rate:	billed at cost
Participant Materials:	*
TOTAL	\$ 2,500

“

I love how you wove in anecdotes from ZingTrain and other customers to make concepts come alive. I liked how you introduced ground rules and ZingTrain concepts before moving into the actual, great content.

”

“

The information was practical and grounded, with just the right amount of pie-in-the-sky idealism to make it inspirational without being unrealistic.

”

“

As important as all of this information is, I appreciate how playful and approachable you guys are and the class and materials are. I appreciate the realness, acknowledging imperfection.

”

*We propose sending you an original of the Participant Workbook, so you can have as many copies made as needed.

Cancellation/Postponement Policy: ZingTrain follows the current CDC and local health organization guidance in all on-site & off-site training. Accordingly, we ask our clients to agree that both parties (ZingTrain and Client Organization) reserve the right to postpone or cancel for any reason related to COVID-19 regarding the safety of the speaker(s) and attendees without any financial penalty from either party.



DRAFT ITINERARY

BUILDING A CULTURE OF GREAT SERVICE

2-Hour Presentation

By the end of this session, participants will be able to:

1. Explain Zingerman's approach to customer service and how it can be adapted to work in their organization.
2. Call upon a network of peers to help get past roadblocks.

- 9:00am Welcome, Introductions, Overview
Brief Zingerman's History and Vision
Building a Culture of Great Service
- Teach it: Building a Common Understanding
 - Define it: Zingerman's Recipes for Great Customer Service
 - 3 Steps to Giving Great Service
 - 5 Steps to Handling Customer Complaints
 - Live it: Everyone's Role in Great Service
 - Measure it: Zingerman's Key Service Measures
 - Reward it: Recognition of Service Success

11:00am Adjourn

The Art of Giving Great Service

Zingerman's has set the standard for great customer service in the specialty foods industry. This success has come from combining an innovative service philosophy with practical working systems, all of which ZingTrain will share in this Workshop. Zingerman's approach has been successfully applied in a wide variety of businesses and non-profits that are committed to improving the quality of their customer service, including specialty food and other retailers, universities, banks, insurance agencies, health care providers, IT professionals, museums, schools, and libraries.



TRAINING AGREEMENT

To: Cori Dahl

From: Arianna Tellez Leon

ZingTrain is prepared to provide the following training services for The City of Lathrup Village at Lathrup City Hall for a fee of \$2,500 plus mileage as set forth in the attached Proposal.

Building A Culture of Great Service

2-Hour Presentation

Thursday, October 28, 2021

Trainers: Arianna Tellez Leon and Katie Frank

If you wish to proceed, please sign the agreement below and send a copy back to ZingTrain (3728 Plaza Drive, Ann Arbor, MI 48108) along with your deposit of \$1,250. Thank you

We agree to pay Zingerman's Training Incorporated (ZingTrain) \$2,500 plus mileage for the training services described above within 30 days of receipt of final invoice.

Name

Date

ZingTrain will confirm dates upon receipt of signed Training Agreement and deposit.

Cancellation/Postponement Policy: ZingTrain follows the current CDC and local health organization guidance in all on-site & off-site training. Accordingly, we ask our clients to agree that both parties (ZingTrain and Client Organization) reserve the right to postpone or cancel for any reason related to COVID-19 regarding the safety of the speaker(s) and attendees without any financial penalty from either party.