



# Bobby Ray Burns

## Building A Service Culture

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What I would say is that there is very little grey with Bobby; it's black or it's white. He doesn't give you ten ways that could work - he gives you the one or two that always do work." - Paul Woodhead, President, Direct Plastics, UK



## Speaking Topics

### The Role of Service Leadership

A service culture begins and ends with Service Leadership. In an increasingly uncertain and competitive business world, only companies that consistently serve their customers in an exceptional manner will survive and thrive.

### A Service Culture: The Only Culture

Exceptional customer service is the mission and the goal of every truly great business. Customer service must be an intrinsic part of the company culture and everyone in the business must embrace a service mindset.

### Service Process: Service In Action

Every system and procedure must serve the customer. Customer-centric planning and process development is the key to ensuring consistent exceptional customer service.

## Bio

My passion is great customer service through culture and leadership.

I have worked for over 30 years in customer service, marketing, and business coaching. Because of my extensive experience I know business and strive to help owners build great businesses through exceptional customer service.



### Offerings and rates

#### 1 hour workshop

Developing a Service Culture through Service Leadership.

\$1000 - \$2000

#### Keynote address

Choose from my speaking topics listed above.

\$1000 - \$2000

#### Half day seminar

An actionable delivery of the essentials for a Service Culture.

\$ 2,500 - 3,500

#### Full day seminar

A review of the essential modules of my signature coaching program.

\$ 5,000 - 7,500