

## **ABOUT THIS LESSON WITH JON SCHALLERT:**

### ***“Creating Ultra-Services & A Customer-Focused Company”***

**Time:** 20 minutes, 28 seconds

## **KEY OBJECTIVES OF THIS TRAINING:**

1. Describing today’s short-fuse customer
2. How to create Ultra-Services that create customer loyalty
3. Examples of Ultra-Services available to all businesses
4. The differences between customer service and customer-focus
5. Becoming a Customer-Focused company