

The Northeast District Dental Association Fall Meeting, September 23, 2022

Brand Differentiating Service - *DELIVERING AN ELEVATED EXPERIENCE*

Presented by

The Ritz - Carlton Leadership Center

Any brand not emotionally engaging their customers risks losing those customers to a brand who will – and in anxious times, consumers are especially likely to spend time and money where they feel safe and valued.

With this program you will learn:

- * methods that foster a culture of personalized service and genuine care albeit in-person or through virtual engagement.
- * exactly how to anticipate and fulfill unexpressed needs, pivot quickly to customize interactions, and make indelible impressions that create passionate internal and external brand advocates.

Distinctive Topics

- * **Emotional Connection:** A discussion about the difference between functional and emotional benefits and why this distinction is critical to brand loyalty.
- * **Service Principles:** An overview of the service principles that lead to authentic connections and the importance of psychology in service.
- * **Optimizing Every Interaction:** The five components that customers need and want in a service industry professional, regardless of organization or customer.
- * **Service Strategy:** It is critical to offer a consistent customer experience. One of the ways this is achieved at The Ritz-Carlton is through the Three Steps of Service.
- * **Create Brand Advocates:** You will review how to anticipate customer needs through their service journey, including how to stay-in-the-moment to increase perception, customer relationship management best practices, and how to leverage surprise and delight techniques.

Bring your team and join the Northeast District Dental Association and a guest speaker from [The Ritz Carlton Leadership Center](#) to learn how to take care of your patients at the same level as one of the world's leaders in customer service!

- ◇ **Friday, September 23, 2022**
- ◇ **San Jose Country Club— 7529 San Jose Blvd.
Jacksonville, FL 32217**
- ◇ **7:30AM—8:30AM: Sign in and Continental
Breakfast**
- ◇ **8:30AM—9AM –Welcome**
- ◇ **9AM—12PM—Lecture**
- ◇ **3 CE's**

Member Dentist—\$160

Member Dentist Staff—\$80 per person

Non-Member Dentist—\$320

Non-Member Dentist Staff—\$160 per person

For more information and to register please contact
Debbie DeVille at 904-737-7545 or ddeville@nedda.org

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presented by The Ritz - Carlton Leadership Center

REGISTRATION:

NEDDA / JDS /CCDS MEMBERS: \$160

NON - MEMBERS: \$320

STAFF OF MEMBERS: \$80 *per person*

STAFF OF NON—MEMBERS: \$160 *per person*

PLEASE PRINT LEGIBLY OR TYPE:

Member Dentist:

_____ *name*

_____ *email address*

Additional Member Dentist(s):

_____ *name*

_____ *email address*

_____ *name*

_____ *email address*

Member Staff:

Non Member Dentist:

_____ *name*

_____ *email address*

Non—Member Staff:

PAYMENT:

Payment Type Check **Check #** _____ Visa MasterCard

Amount: _____

Credit Card Information:

CC# _____ **CVV#** _____ **Expiration Date** _____

Billing Address

Name on Card

(if different from above)

PLEASE SUBMIT REGISTRATION FORM WITH PAYMENT TO:

ddeville@nedda.org or Fax 904-737-9934

Registration Deadline: Friday, September 2, 2022



N O R T H E A S T
DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE
AMERICAN & FLORIDA DENTAL ASSOCIATIONS