





# ANTONI LACINAI

## The Workplace Communication Expert

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### ABOUT ANTONI

Antoni is the leading expert on workplace communication, and customer experience.

With a long background in sales and marketing, he has the insight you want on how to meet, greet and treat your customers.

Antoni Lacinai is the author of 13 books on workplace communication, leadership, sales, goal setting and effective meetings. He is also a columnist for different leadership magazines.

Antoni lives in Sweden but works on a global scale both on site and online.

### WORLD CLASS CUSTOMER SERVICE

In a famous IBM study, 80% of the companies claimed that they had a better customer service than average. Only 8% of their customers agreed...

building trust and giving excellent customer experience have never been more important. Still, many companies fail. Go to a trade show and see how the stand staff behaves. Go to a retail store or a hotel and see how the staff act. Contact a customer service department and complain about something. Very soon you will find out if this is a great customer centric business or a no-can-do, infections, low-ceiling company culture.

This keynote can be tailored to salespeople, managers, booth personnel, retail stores personnel and customer service people.

In Antoni's keynote, you will get insights on:


- Why bad customer service is a sign of bad leadership
- The power of first impressions
- The three ways to build rapport with a client
- The three levels of listening.
- Why sympathy is bad, and empathy is good.
- Why you should talk value instead of features
- How to get a commitment from a client
- How you keep things simple, not stupid
- Why PowerPoint is a real downer
- Why you end up with only two kind of customers if you give (or great) service.




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