



Connect • Learn • Grow

PRESENTATION & LUNCHEON



Wednesday, October 21, 2026



11:30 am – 1:30 pm



Torreón Golf Club

CUSTOMER SERVICE: *Every Interaction Matters*

Three Speakers • Three Perspectives • One Powerful Conversation

Join WMBORT for a special three-part presentation exploring the many ways customer service shapes your business, your reputation, and your relationships with customers.



BREEANYA HINKEL

Better Business Bureau
Director of Community Relations,
Northern Arizona

CUSTOMER SERVICE IS TRUST IN ACTION

Customer service is more than being friendly. It is how your business communicates expectations, fulfills promises, responds to concerns, and demonstrates integrity. Breeanya will connect BBB's Standards for Trust with the everyday customer experience and share practical strategies for building loyalty, protecting your reputation, and responding when things don't go as planned.

KEY TAKEAWAYS:

- Building trust through communication and transparency
- Preventing complaints through clear expectations
- Responding professionally to customer concerns
- Understanding the impact of online reviews
- Five trust-building habits you can use immediately

Building Trust. Creating Loyalty.



CRAIG BOSTON

Small Business
Development Center
(SBDC)

CUSTOMERS ARE NOT ALWAYS RIGHT... BUT YOUR RESPONSE MUST BE

Why do customers decide not to buy—or not to return? Craig will examine the many touchpoints that shape a customer's experience, from phone calls and websites to employees, company vehicles, job sites, marketing, receipts, community involvement and more.

*Every interaction matters.
Every touchpoint counts.*

KEY TAKEAWAYS:

- Why customers don't return
- Identifying overlooked touchpoints
- The importance of attitude and communication
- Why customers often leave for reasons other than price
- How employees represent your business everywhere they go
- Simple ways to create a consistent customer experience

INTERACTIVE • REAL-WORLD EXAMPLES



ROB HEPHNER

Birdman Media



CUSTOMER SERVICE & SERVICITUDE

SERVICE + ATTITUDE

Customer service begins before the customer interaction ever happens. Rob will explore how the attitude we bring to work affects the experience we provide—and how we can take ownership of our response when things don't go as planned.

KEY TAKEAWAYS:

- Why attitude matters before service begins
- How obstacles reveal our ServiceTUDE
- Managing your response when things go wrong
- Preparing physically and mentally to serve others
- Taking ownership of the experience you create

SERVICE STARTS WITH ATTITUDE —
AND ATTITUDE STARTS BEFORE
SERVICE EVER BEGINS.



Register Today!



Email wmbortaz@gmail.com
to receive the registration form.



WMBORT
wmbortaz@gmail.com
928-242-0680

*Come ready to learn, participate, and take
practical ideas back to your business!*