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### The Business Elevation Show with Chris Cooper - Be More. Achieve More Friday at 8 AM Pacific

**April 13th 2012: GREAT SERVICE - achieving more with great customer service with guest Paul Du Toit**

Do you ever get frustrated when you receive poor customers service? Or even better delighted, when customer service exceeds your expectations. How much more likely are you to use, recommend or even pay more for products or services when service is exceptional? However, do you regularly take the time to hold up a mirror in front of yourself and/or your business and challenge the level of service you provide? In an age when there are often multiple alternatives to your products and services, customer service is a key differential. On this show I am delighted to have a leading light in the world

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### Featured Guest



#### Paul du Toit

In 2008 in New York, Paul du Toit became Africa's first Certified Speaking Professional in 24 years. He is an acclaimed business speaker, coach and authority on great customer service and business presentations, and author of "You Can Present with Confidence". With a financial services background Paul earned the International Quality Award over 6 consecutive years. His experience in sales led to him founding the Congruence Group in Johannesburg during 1995. He's been changing mindsets all over Southern Africa ever since and during 2005 and 2006 was elected President of the Professional Speakers Association of Southern Africa, a sought after honour among the speaking fraternity. Paul has been

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