

CHANGE

If you are a media company of any size operating a customer contact center, don't settle for declining circulation and sales. Let Robert C. Davis and Associates show you how to earn dramatically higher profits by having a quality conversation. Every customer. Every call.

Sophisticated Marketplace. The world has changed significantly for organizations that rely on customer call centers to generate revenue. Now more than ever, customers are more sophisticated and aware of competitive opportunities. It is far more cost effective to keep an existing customer than to attract a new one. We can no longer be passive telemarketers or order-takers.

World-Class Culture. Training is critical, but it simply isn't enough. A change in organizational culture must take place to ensure that your people handle every call in a world-class way. Bring that change about with RCDA.



RCDA founder and president Bob Davis is an expert in training and coaching for customer retention and sales in customer contact centers. His long track record of successes with RCDA and with a national training and consulting organization spans more than 25 years.

Read Bob's complete bio at www.robertcdavis.net.

ACHIEVE

Better Bottom Lines. By changing cultures, our programs have generated millions of dollars for our clients. RCDA achieves dramatic bottom-line improvement by providing:

- ✦ Situation analyses
- ✦ Strategic sales model and call-flow development
- ✦ Training and coaching for call center personnel and management
- ✦ Custom-created programs for dramatic improvements in sales, customer service and customer retention

SUSTAIN

What good will it do your organization to conduct training programs and institute culture change if the benefits of these efforts fade and the old ways of doing things return?

Staying Power. For decades we have worked on sustainability at all levels of our clients' organizations—from customer contact center personnel and their managers to top company leadership:

- ✦ We blend formal instruction and real-world application.
- ✦ We get out on the floor with your people and coach them one-on-one until we have achieved sustainable skill transfer.
- ✦ We model ideal behaviors for your supervisors and coach them on these behaviors until they can carry them out with excellence.
- ✦ We stay on the job until we have achieved sustainable results at every level—from the newest telesales, customer service or retention representative to the most senior executive.

In Good Company. We've helped turn results around—and kept them pointed to true north—for companies including USA TODAY, Knight Ridder, America Online, Cox Communications, Morris Communications, Landmark Communications and Morgan Stanley.

When it comes to your customer contact center, dial in a dramatic improvement.

Partner up with RCDA.

For more information and to schedule a personal consultation, please contact us:

678-455-6812 office • 678-548-1775 cell

Email: bob@robertcdavis.net

Or visit us online at: www.robertcdavis.net

CHANGE ACHIEVE SUSTAIN

An Experienced Team in Motion. Fast.

Nobody knows consultative and retention selling in customer contact centers like RCDA. We've been at it for more than a quarter century. Our highly experienced industry veterans understand how to run a highly profitable customer contact operation.

Different approach. Other consulting firms spend too much time poring over data. Instead, we study the behaviors of your reps and supervisors to uncover the optimal strategies that will provide the highest ROI. We're better prepared and ready to launch in a matter of days, not months.

Free up-front analysis. Unlike our competitors, we don't charge you for the advance time we spend observing your operation and determining optimal strategy and tactics. Before we ask you to invest in our services, we invest in you.

Immediate impact. The moment RCDA arrives on-site, our energy is high and focused. Our objectives are crystal clear. Our impact is immediate.



Bob Davis, President and Founder, Robert C. Davis and Associates

Master trainers and coaches.

Teaching, modeling and skill transfer are second nature to every member of our team. Never new to the game, we have been playing it—and winning—for decades. Our master trainers don't just teach. We model and transfer skills. We inspire action. We generate dramatic results.

Performance under pressure. What's more, RCDA excels under the call-time pressure and daily demands of your business. Can we handle complex projects? Simultaneous consultation? Delivery across multiple locations? You bet.

"The sun coming through the window will, over time, fade the fabric of the furniture in the room. If one takes the same amount of energy and focuses it through a magnifying glass at a spot on the fabric, that fabric will burst into flames in a matter of minutes. This focusing of energy is what Robert C. Davis and Associates brings to an organization. We are not distracted by the events of the business day that distract our clients—the 10 o'clock executive meeting that runs over, the endless string of mandatory conference calls, the personnel issues, production issues, building issues, phone issues and more. We are focused on one thing and one thing only: changing behaviors to achieve and sustain significantly better results."

– Bob Davis

You'll Profit From The Conversation



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