



**Lisa Ford** is a speaker with over 20 years of experience presenting to businesses, associations and government. She speaks throughout the United States and internationally on topics of customer service, leadership, team issues and change. Lisa is best known for her work in the areas of customer service. She is the author of the videotape series *How to Give Exceptional Customer Service*, the #1 selling business tapes in the U.S. for over 3 years. Her other videos and audiotapes include: *Developing a Customer Retention Program*, *Building a Customer Driven Organization: The Manager's Role and Personal Power*. Her recent book is *Exceptional Customer Service - Going Beyond Good Service to Exceed the Customer's Expectations*.

Lisa designs content personalized to the audience and issues they face. She has also customized numerous videos for clients to use in their ongoing education efforts. Lisa's experience includes working with Pfizer, Viacom, Edward Jones, CSX, Kaiser Permanente, Morton's of Chicago, Citgo, American Gas Association, American Diabetes Association and American Veterinary Medical Association. In 2002, **Lisa Ford** was inducted into the Speakers Hall of Fame by the National Speakers Association. She is one of 140 speakers who have been honored over 30 years. She also serves a Board Member of the College of Arts and Sciences at the University of Tennessee.

To book **Lisa Ford** call Executive Speakers Bureau at 901-754-9404.

## Testimonials

“Lisa had a keen grasp on our industry, Choice's client's services and how we have all supported and presented service solutions. Service differentiation is a required focus and core competency for any successful company, especially in today's challenging times and Lisa Ford captured it all.”

- **Choice Logistics.**

“Our group gave you rave reviews and references to your speech were repeated throughout the conference. Your speech showed you really listened to us during our pre-conference discussion, and it really came across that you understood our attendee's job and their challenges. You had us all laughing and really drove home your six points for Everyday Excellence.”

- **Guardian Life Insurance Company.**

**Lisa Ford**

## Speech Topics

- ▢ Teambuilding
- ▢ Motivation
- ▢ Management
- ▢ Leadership
- ▢ Customer Service
- ▢ Communication Skills

