

March 13, 2014

How Do You Improve Recurring Revenues in Your Business?

Organizer

Alan Croll, CEO, eknow, Inc.

Presenter

Steve Dorfman, Chief Customer Experience Officer, Driven to Excel, Inc.

Presentation Overview

Impeccable corporate culture at companies like Nordstrom, Starbucks, Google, and Apple, translates into remarkable customer experiences, raving fans, recurring revenue and profitability.

In this session we will explore what impeccability means, how to create a culture of impeccability in your business, and how impeccability allows you to capture market share and grow your business while working smarter, not harder.

Presentation Key Takeaways

In this highly interactive session, you will walk away with:

1. A clear understanding of how impeccability is a cornerstone of business growth in 2014 and beyond
2. Fresh action items to create impeccable experiences tailored for you and your specific business
3. Your personal i-SAT (Impeccable Service Aptitude Test) score

About Our Presenters

Steve Dorfman, Chief Customer Experience Officer, Driven to Excel, Inc.



Since 2006, leaders have come to Steve for customer service strategy, and to motivate, educate, engage, and develop front-line staff with interactive trainings and continuous development programs that result in:

- "Employee-owned" remarkable experiences for customers and clients;
- Consistent referral business, and;
- Repeat customer loyalty

And all of this naturally translates into a strengthened culture, recurring revenue, and increased profits.

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Date | Time | Location

THURSDAY
March 13, 2014

7:30 AM to 8 AM
Networking and
Continental Breakfast

8 AM to 9 AM
CXO Forum
Presentation

9 AM to 9:15 AM
Burning Issues: Discuss
your specific challenges
with colleagues and
fellow CXO Forum
members

Location
Cherry Bekaert
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703.506.4440

For directions, visit
www.cxoforum.com

FOUNDING PARTNER



STRATEGIC PARTNERS



For more information,
please contact
Neal G. Koller
President, CXO Forum
President & CEO,
PluroGen Therapeutics, Inc.
443.994.0101
nkoller@cxoforum.com

Bring A Guest!

www.CXOForum.com

Volunteer For A Committee

March 13, 2014

Before founding Driven to Excel, Inc., Steve spent 11 years as a sales consultant for a luxury automaker. Yes, the car business ... not exactly a business with a reputation for impeccable customer service. So when Steve entered the business at 23 he was determined to make a positive difference by creating remarkable experiences for his clients – His unwavering commitment to impeccable client service earned Steve "Salesman of the Year" 7 years in a row, all-the-while maintaining a CSI (Customer Satisfaction Index) rating in the top 1% nationally. He worked by appointment only as his repeat and referral business grew to account for 70% of his sales. This was unprecedented and translated into a very comfortable income from his 35-hour workweek.

Before the car business, Steve spent 8 rapid-growth years in the hospitality industry, where his commitment to remarkable service was founded. Today, Steve Dorfman also hosts the We Mean Business! TV show (www.WeMeanBiz.tv) and has conducted more than 70 interviews with thought leaders, top executives and bestselling authors.

MARK YOUR CALENDARS FOR UPCOMING CXO FORUM EVENTS

April 10, 2014

Corporate Identity and Branding

May 1, 2014

CXO Forum Spring Social

May 8, 2014

Preparing Your Company for Sale: What Do You Really Need to Do?

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