**At Your Service**

**Working with Multicultural Customers**

- **Purchase** the training materials once. **Train** your staff to develop necessary knowledge and skills. **Improve** your organization’s customer service. **Reuse** the materials for refresher training sessions or new staff members.

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**At Your Service content covers:**

- **Appreciation**
  - Increase awareness of cultural diversity
  - Discover how culture affects perceptions

- **Attitude**
  - Learn control even in difficult situations

- **Attention**
  - Identify and address customers’ needs
  - Build communication skills

- **Action**
  - Be proactive in providing great service
  - Adapt service to meet expectations

- **Appearance**
  - Enhance perception of staff and facilities

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**Price: $459**

- Everything you need to deliver quality customer service staff training!
- Purchase the materials once and use them for multiple training sessions.
- Full training materials available in English or Spanish as *A Su Servicio.*

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**What our customers say**

“After the training program was offered to employees in our community, I observed them doing a better job of customer service and they were also more aware of the customer and the customer’s needs.”

- Mary Turner, Women’s Business Center

“The Mall of America service providers are a diverse group, and the program’s interactive format successfully provides something for each, whether it is a review of service skills or learning new techniques.”

- Kim Rakos, Mall of America

“We have had reports back from communities sharing how much the training has helped by making them more ‘visitor or customer friendly.’”

- Elizabet Hand, Top of Iowa Tourism

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For more information, please call 612-624-4947 or visit [www.tourism.umn.edu](http://www.tourism.umn.edu)