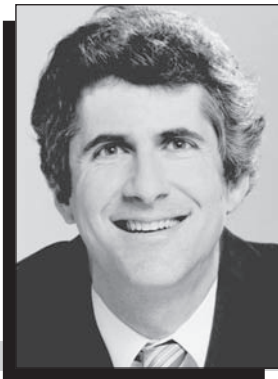


Keys to Delivering Great Customer Service Even When You Don't Feel Like It! Even When They Don't Deserve It!

Working with the public is harder than ever. Expectations are high, time is short, and tempers are shorter. But it is possible to survive, and even thrive as a customer service professional today. And it's essential for your health and your professional future that you learn how.

This training gives you the skills to take control of yourself and your reactions, so that you are more in command of any situation. These are the same skills that emergency service personnel use to face challenging situations effectively. You'll be able to serve aggressive, unhappy customers and remain personally and emotionally removed from their anger, while still meeting their needs. And you'll finish your work day feeling more refreshed; less worn out by the behavior of others. This training provides a powerful blend of breathing and relaxation techniques, along with cognitive skills for gaining control of your mental and verbal responses to others:

- Understand and communicate more effectively with difficult people.
- Manage challenging work situations with greater calmness and clarity of mind.
- Dramatically reduce stress with simple techniques that can be done in just a few moments.
- Enhance your personal productivity. Focus the mind where you want it to go, to achieve results more quickly and effectively.



David and Karen Gamow

David and Karen Gamow have personally trained over 20,000 people in these methods. Authors of *Freedom from Stress*, their work has been featured in *Investor's Business Daily*, *San Jose Mercury News*, *Gannett News*, and on FOX-TV News. Managers report increased productivity many months after training in extremely high-stress occupations, including mobilizing Army Reserve forces for combat. Participants with headaches or back pain report their pain gone or greatly diminished by the end of a single session. Their presentations consistently draw top ratings, helping people from all walks of life to experience greater health and freedom from stress.

"Staff are under tremendous pressure since 9/11. Your program has been a life-saver for the participants. Senior managers have asked that this be made available to all our employees."

— Mary Jo Snell, Training Manager
Denver International Airport



"Several managers said this was the most beneficial training they had ever taken at Marriott. I highly recommend your training. It's excellent and very much needed – and completely engaging from start to finish."

— Tiffany Schafer, Director of Human Resources
Marriott San Jose, CA



"I've thought long and deeply about how to respond to the people who appear in my courtroom, given their frustrations, lack of respect for authority, and the necessity to be both understanding and strong. This program is excellent. I intend to implement all of the tools in my professional and personal life."

—A county judge (anonymous, as required by law)

—Clients include—

Hyatt • Westin • Hilton
GE • IBM • Yahoo!
Nokia • Nokia • Juniper
U.S. Army • U.S. Post Office
Ernst & Young • Denver Airport
Stanford Medical School
Wilson Sonsini Goodrich & Rosati
San Jose Police Department
NASA Kennedy Space Center



David and Karen Gamow
Clarity Seminars
240 Monroe Drive, Suite 215
Mountain View, CA 94040

Dear David and Karen,

Thank you for providing such a beneficial and powerful program to our hotel managers. I highly recommend your training to any company that is serious about enhancing employee performance and effectiveness. It improves our ability to deliver quality customer service, communicate more sensitively with our guests and our staff, and perform better at our jobs.

We needed this program. It couldn't have come at a better time. The training last week had a powerful effect on a number of our people who are experiencing extremely challenging situations — divorce, caring for aging parents, serious illness — on top of the demands of managing a busy conference hotel with more business than usual. Just looking into the faces of these people, I could see immediate benefit from the techniques you taught.

These techniques are a great resource for hotel managers and employees. We look forward to having you back again to include the managers we missed this time. Contact us when you will be returning to Florida. And good luck with your training work, wherever it takes you.

Sincerely,

A handwritten signature in black ink that reads 'Chrissie Plock'. The signature is written in a cursive, flowing style.

Chrissie Plock, Director
Human Resources



David and Karen Gamow
Clarity Seminars
240 Monroe Drive, Suite 215
Mountain View, CA 94040

Dear David and Karen,

Nokia has seen an immediate benefit from your seminar.

Since your work with all of the Northern California teams, people who have completed the program have seen and felt a difference in their professional and personal lives.

We are eager to have more employees attend and apply the techniques. Thanks for a wonderful and well received program!

Regards,

A handwritten signature in black ink, appearing to read 'Tony Deblauwe', is written over the typed name.

Tony Deblauwe
Nokia Human Resources - Northern California

National Aeronautics and
Space Administration
Ames Research Center
Moffett Field, CA 94035-1000



Reply to Attn of: DQH:218-2

Karen & David Gamow
Clarity Seminars
240 Monroe Drive, Suite #215
Mountain View, CA 94040

Dear Karen & David,

I want to thank you for the exceptional course here at Ames today. It was even better than the first class, and that one was tremendously successful! Feedback on the evaluations from all participants has been so enthusiastic...8-10s on a scale to 10. Can't get much better than that. After the first class, one manager told me "It's the best thing I've ever taken at Ames," and he's been here almost 20 years.

People I've spoken with about the course have commented on feeling more focused, calm, and have experienced increased productivity that continued for weeks after the training. It's exciting to think that hundreds of employees will be trained in these life-affirming techniques all over Ames as we continue to offer this course. This could truly revolutionize Ames Research Center. At least, it will revolutionize many people's lives on a daily basis.

In the face of the constant uncertainty, reduction in force, budget cuts, and reorganization facing NASA, this course is exactly what everyone needs. I wish we could make it mandatory for all employees...Now that would be revolutionary! Please feel free to refer any potential clients in industry or government to me for a recommendation.

Sincerely,

A handwritten signature in black ink that reads "Miriam Glazer".

Miriam Glazer, MA,
MPH Health Programs Manager

Stanford University
Stanford Linear Accelerator Center

Operated for the U.S. Department of Energy by Stanford University



2575 Sand Hill Road, MS 11
Menlo Park, CA 94025
(650) 926-2265 (phone)
(650) 926-4999 (fax)
E-mail: erin@slac.stanford.edu
Training Coordinator

David & Karen Gamow
240 Monroe Drive, Suite 215
Mountain View, CA 94040

Dear David and Karen,

Thanks to both of you for another superb session today! Your program has proven to be popular here. As always, we are receiving wonderful feedback.

A stream of people leaving the classroom thanked us personally, saying that this was the most beneficial training they ever attended. Typical of the comments we received was this enthusiastic evaluation: "Two thumbs up! This is a workshop not to be missed. It will change your life!" We pride ourselves on offering practical training to our people, so this is saying something, indeed.

Our employees are an extremely intelligent group of people, including some of the country's finest research scientists, and they gave this program top ratings. It's a big plus that the program is based on clinical research and that people can experience the results of the techniques first-hand. Even our traditional skeptics were won over.

We're very pleased to provide this training to our employees, and plan to have you back again soon. This program is very much needed, and it works.

Sincerely,

A handwritten signature in black ink, appearing to read "Erin M. Smith".

Erin M. Smith
Training Coordinator



INFORMATION TECHNOLOGY SERVICES (ITS)
THE UNIVERSITY OF TEXAS AT AUSTIN

Austin, Texas 78712-1110, G2700 • (512) 475-9300 • FAX (512) 475-9282 • e-mail: its@utexas.edu

Clarity Seminars
240 Monroe Drive, #215
Mountain View, CA 94040

David and Karen:

Thank you for bringing your training to our hard-working staff. We have been interested in providing meaningful help to our staff for a long time, and had not found a program that we felt would be effective.

We found yours to be different. It includes simple exercises and tools that people learn in class and can do easily on their own. When I returned to my desk after the training, I found that I was more focused and relaxed than I had been in a long time. In fact, I was extremely productive that afternoon, more than usual. I was interrupted numerous times, but was able to handle people quickly and kindly and return to work focused and relaxed.

We initially brought you in for two training sessions for our management. Afterwards, they felt strongly their staff would benefit also. We scheduled four more training sessions for our staff and they were very well-received. Several months later, people are still talking about the benefits and practicing the exercises and the ideas they learned. Given the pressures on IT to perform, this is an enormous help with our focus, perspective, and productivity.

Your program is very effective and powerful. I highly recommend it. It was a pleasure to meet and work with you both and I hope our paths cross again soon.

Sincerely,

Melissa DeVore, PHR
Assistant Director
The University of Texas at Austin

Information Technology Services
Infrastructure, Innovation, Integrity

(received by email)

Additional Testimonials

A sampling from sponsors and participants about Clarity Seminars' Stress Management Training

One of the best seminars I have ever attended. It has made a huge difference in my life, as well as a **tremendous positive impact on my performance** in a highly stressful work environment.

—Becky Stokes, Manager
Sun Microsystems

Thank you for delivering a great program to our employees. I must admit, I was skeptical about how these techniques would benefit me once my busy day began, but I have been happily surprised. I have felt **noticeably more relaxed, focused, and effective at work**. I also find that I have **increased clarity**, enabling me to be more proactive and strategic when challenges at work arise.”

—Teresa Agustin, Learning &
Development Manager, Yahoo! Inc.

My doctor ordered me to take this course. **My perceptions have changed completely in just four weeks**. I'm able to handle so much more than I used to, with much less stress and anger.

—Craig M., Manager, 3Com

I have had a great deal of trouble falling asleep; my mind is racing all the time. Since your program, I've been able to fall asleep immediately, and sleep all the way through the night again. **What a difference it makes at work**.

—Linda S., small business owner

We have seen an immediate benefit from your seminar. People who have completed the program have seen and felt a difference in their professional and personal lives. We are eager to have more employees attend and apply the techniques. Thanks for a wonderful and well received program!

—Tony Deblauwe, Director of Human
Resources, Nokia Northern California

It's very hard to characterize this class. It's foundational for a wide variety of subjects: Customer Service, Coping with Difficult People, Reducing Stress, and more. It contains solid information about relaxation, stress, coping and ultimately taking personal responsibility for changing those things we can change. **Great, great class. I highly recommend the Gamows' training.**

—Diane Flannigan, Training Manager,
Coldwell Banker

Of the more than 20 management training programs Kimpton offered last year, your seminar was ranked highest by our employees. **We believe we have better leaders now** as a result of it: more balanced, more relaxed, and less overworked.

—Niki Leondakis, Vice President
Kimpton Hotels

The response to your program has been so enthusiastic, our company president asked to join in on last week's session. But there was an additional benefit I hadn't anticipated. Employees were surprised and gratified that the company offered training for them, personally. It wasn't just technical/job skills training. It was also help for them as human beings. Management was pleased that people responded so positively, because **we want to show how much we value our people**. Thank you.

—Lisa Vere, HR Manager
Rosendin Electric

The most exciting new thing I have learned in a long time. Wonderful and very useful information made very interesting and humorous. Exercises were incredible.

—Nancy Outenreath, Oncology Nurse

I have never seen such a positive response to a program. Many people afterwards said things like: “the best seminar I have ever attended” — “powerful” — “life-changing”. **Honestly, the testimonials don't begin to describe the power and effectiveness of your program.**

—Kaylene Riggs, Director of Sales,
Tenaya Lodge at Yosemite

We offer programs regularly to employees, but they are often more “talk” than techniques and tools. **Your training was full of hands-on techniques that people can take back to the office and apply in their lives—with noticeable results**. I've gotten very positive feedback for employees. I highly recommend your program. This training is needed here in Silicon Valley, and it works!

—Angela Lepore
Benefits Administrator, Oral-B

Frankly, we have not had much success with previous stress management trainers. But your program has been markedly different. You've done more than a dozen highly successful training sessions so far for us. **We are glad to have found you, as it has filled a long-standing gap in our training**. Working with you has been a pleasure.

—Jennifer Parker, Training Coordinator,
Wilson Sonsini Goodrich & Rosati

Our employees are an extremely intelligent group of people, including some of the country's finest research scientists, and they gave this program top ratings. It's a big plus that the program is based on clinical research and that people can experience the results of the techniques first-hand. **Even our traditional skeptics were won over.**

—Erin M. Smith, Training Coordinator
Stanford Linear Accelerator Center

What I didn't tell you (I didn't want to raise *your* stress level) was that the group of sixty managers you were about to train were all veteran educators who definitely have a "show me" attitude when it comes to staff development — a very tough audience. Well, the reviews are in and you guys were an absolute hit — **the single highest rated program we have ever had.** Many participants told me that it was the most valuable training they had ever experienced.

—Tom Fitzpatrick,
Assistant to the Superintendent
San Mateo County Office of Education

You have no idea what taking your class has done for me. **The shoulder pain I have had for three months is almost gone.** Thank you so much.

Sharon B., Stanford University

This is a high-stress environment, and your training has been a great help in accomplishing what we need to get done here. Having a core of trained people has benefited the whole Center. **Even one person with calm energy in the face of challenge helps everyone to respond at their best.** I recommend your work highly.

—Charles Palmer, Jr. Administrator,
351st Civil Affairs, U.S. Army

We've been going through a very difficult downsizing. After your program, we hired a placement company to help staff find jobs. The counselor called me with surprise and said, "Usually people are worried about the changes awaiting them. Your people have been calm and collected, even laughing and enjoying the process. Why?" I attribute it largely to the success of your program. **It has been invaluable for our people in dealing with the changes that have taken place.** Thank you!

—Jennifer Rieble, Training Director,
Burns Philp Corporation

It has been a high priority for me, personally, to bring these skills to our people; it's something I wish I had learned earlier in my career. **Your program is excellent and high-energy,** designed to meet the needs of the most demanding hotel professional.

—Bruce Carpenter, General Manager,
Westin Santa Clara

I feel different—more relaxed, more in control. This program has been a powerful experience.

—Astrid Terlep, Administrator, NASA

95% of participants rated the program as *excellent*. The skills and techniques that you shared will be an invaluable asset to supporting our health care mission.

—Dani Walter, MPH, Integrative
Medicine Coordinator
St. Anthony's Hospital, St. Pete, FL

This was one of our most successful programs; seventy people attended. Everyone is asking me when you can come back for more.

—Carol Montgomery, HR Manager
Maxtor

I've had chronic neck pain for many years, and work in a very stressful environment. Yet, after practicing these techniques for only a short time, **my neck pain is almost completely gone.**

—Emma Ybarra, Printer,
Mountain View, CA

Looking at people's faces afterwards, I could tell they were very pleased with the program. One of the people I was hoping would benefit the most is doing the exercises every day. **He is getting along better with his colleagues. I see real improvement in his behavior.**

—HR director (Anonymous)

I enjoyed your program immensely. This program is excellent for people on the bench. I've thought long and deeply about how to respond to the people who appear in my courtroom, given their frustrations, lack of respect for authority, and the necessity to be both understanding and strong. Thanks again for the important information you've provided. I intend to implement all of the tools in my professional and personal life.

—A judge (anonymous as required by law)

We needed this program. It couldn't have come at a better time.

It had a powerful effect on a number of our people who are experiencing extremely challenging situations — divorce, caring for aging parents, serious illness — on top of the demands of managing a busy conference hotel with more business than usual. Just looking into the faces of these people, I could see immediate benefit from the techniques you taught.

—Chrissie Plock
Director Human Resources
Hilton Tampa Westshore, FL

I practice the guided exercises with your CD every other day, and find it very helpful. It's terrific reinforcement.

—Jeff Ing, Sales Manager, Oracle

I just want to say thank you! The techniques you teach are wonderful. I have gained so much control over areas of my life that I always felt I had very little control over. I just experienced, hands down, the best interview of my life. I was offered the job I have wanted, but never had the courage to apply for until now. This experience has given me confidence and a positive perspective. **I'm amazed at how just a few hours of your program changed my life in such dramatic ways.**

—Kellie. W., NASA



**CLARITY
SEMINARS**

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Mountain View, CA 94040
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David and Karen Gamow
Trainers & Conference Speakers

Course Outline

Keys to Delivering Great Customer Service

*Please note: This outline is for a four-hour training, with a recommended two-hour follow-up.
This training is also available in a single 4-hour session or a 3 hour session.*

Hour 1

Introduction
Goals and objectives of the seminar
Challenges in working with customers and colleagues
Definition: What is stress?
Health impacts of prolonged stress
Scientific research on benefits of relaxation, breathing, and meditation techniques
in workplace effectiveness and health
Guided practice session

Hour 2

Q & A on exercises
How to make relaxation techniques a regular habit

Hour 2.5

Breaking the stress habit in the heat of battle—work and family stresses
Why we say and do things that we later regret: unconscious, habitual reactions
How to increase self-mastery and self-control: choosing instead of reacting
A 4-step process developed by a Harvard M.D. for choosing our reactions
Learning to step back from a difficult situation to gain better perspective
Understanding others by getting yourself out of the way
Listening skills that will increase your effectiveness in working with others
How to work with unusually difficult people
Discussion of every-day challenges or role play

Hour 4

Guided practice session
Closing/homework/evaluations

Follow-up session (recommended, and ideally one to two weeks later)

Practical applications—open discussion of experiences since first session
Learning to step back: tips for seeing the bigger picture
Role play
Guided practice session
Closing/wrap-up/long-term homework

Handouts: *Guided relaxation and meditation exercises on CD*
Relaxation and benefits of each technique: written instructions
A survey of recent research on meditation and stress
Delivering excellent customer service



**CLARITY
SEMINARS**

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David and Karen Gamow

Trainers & Conference Speakers

Fee Schedule

Keys to Delivering Great Customer Service

2 to 4 hour seminar	\$2,100
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Ideal program length is 3.5 to 4 hours

These rates are for the training session, and not per person.
The ideal class size is 8 to 30 participants.

All handouts and guided practices on CD are included for
up to 30 participants.

*For conference keynotes, break-out sessions, or programs requiring
an overnight stay, please call for pricing.*