

"Igniting your potential... to achieve"



PASSION • DEPTH • EXPERIENCE

Michelle Pascoe lives and breathes her passion for customer service, mystery shopping and team motivation. She is an experienced businesswoman and specialist in every aspect of service operations and processes, and their impact on the customer experience.

In 1994 she founded one of Australia's most respected training companies, Optimum Operating Procedures and Services Pty Ltd (OOPS). Now a thriving provider of mystery shopping, service benchmarking, surveys and focus groups, competitor audits and staff training and development, Michelle has applied the very tips and techniques that she presents on in achieving her own business success.

As an international speaker, accredited trainer and assessor, Michelle combines her extensive experience and specialist knowledge with an absolute commitment to igniting the potential in each and every individual so they can achieve outstanding results.

Her program participants – from across the registered clubs, hospitality, retail, manufacturing, real estate, automotive and professional services sectors – walk away from her presentations feeling inspired, educated and equipped to deliver outstanding service experiences.

Michelle's first book "Igniting Potential – No Challenge Too Hard" was published in 2008 and is sold internationally. It features the professional insights and observations of 17 leaders from across the registered clubs industry across a decade, their career journey and how they ignite the potential in others to achieve success.

As a recognised expert in customer service and mystery shopping, Michelle frequently provides commentary and advice to leading media and professional publications.

Michelle is a member of the Australian Market and Social Research Society and the Mystery Shopper Providers Association and an Accredited Professional Member of the National Speaker's Association of Australia.

Michelle's clients include:

Caravan and Recreational Vehicle Association •
Family Parks • Club Managers Association •
Macarthur & Liverpool BEC •
Dial An Angel • Cabra Vale Ex-Active
Servicemen's Club • Rooty Hill RSL • Merrylands RSL •
Campbelltown Catholic Club • Liverpool Catholic Club • Mingara •
Campbelltown Chamber of Commerce & Industry •
Business Relationships at Sunrise (BRAS) • CPA Australia • Australian Market & Social Research Society (AMSRS) and many more...



"Michelle was a speaker at our annual Hospitality Show in Auckland, New Zealand which was attended by some 14,000 industry members. Her participation was for me the highlight of the three day event and I only wish now that I had had the foresight to have booked her for more than an hour and for more than one session."

- Michael Haines, Restaurant Association of New Zealand

"Michelle your presentation was excellent and very thought-provoking for our members. There have been many positive comments made by those who attended and your input into the day as a whole helped immeasurably to achieve what was undoubtedly our most successful meeting to date."

- Adrian Mattinson, Club Management Institute of New Zealand Inc

"Thankyou very much for presenting two brilliant seminars in the 'Hot Topix' Seminar Programme at the South Island Hospitality Show. Your professionalism and outgoing personality made working with you an ease and a pleasure and we are delighted you have agreed to present again next year."

- Kelly Peters, HAYLEYMEDIA Exhibitions Group

MICHELLE'S KEY SPEAKING TOPICS INCLUDE:

- ENHANCED CUSTOMER CARE AND SERVICE - THE KEY TO IMPROVED ORGANISATIONAL PERFORMANCE....AND MORE!
 - 8 PROVEN STEPS TO OVERCOME YOUR FEARS AND COLD CALL EFFECTIVELY - NOW!
- MYSTERY SHOPPING – UNDERSTANDING YOUR CUSTOMER EXPERIENCE AND ITS BOTTOM LINE IMPACT
 - WOMEN IN THE WORKFORCE: "IGNITING YOUR POTENTIAL.....TO ACHIEVE"



TOPIC OVERVIEWS

ENHANCED CUSTOMER CARE AND SERVICE: THE KEY TO IMPROVED ORGANISATIONAL PERFORMANCE....AND MORE!

Are your customers “king”, or just another sale? In an increasingly constrained, competitive and challenging market, we are all looking for ways to improve our business performance and the bottom line. Happy customers are critical to a profitable business and are the key to repeat business, referrals and a positive workplace culture. This interactive, high energy session will give you everything you need to create a Mini Action Plan to achieve enhanced customer care and service including:

- The basic needs of the customer
- The pre-eminent position of “first impressions”
- Minimum standards and the progression towards Customer Service excellence
- The link between organisational culture and performance
- Positive “by products” such as personal development and career advancement

“Michelle, the audience loved you... you were a great contrast to the other speakers, funny and engaging!”

- Katrina Drewer, Dial-An-Angel



MYSTERY SHOPPING, YOUR CUSTOMER EXPERIENCE AND THE BOTTOM LINE IMPACT

Do you really know what your customers are saying about your business? What sort of first impression your people are creating? And how the systems and processes in your business underpin your service strategy?

OOPS is one of Australia’s most respected mystery shopping auditors and has developed a sophisticated reporting tool – OARS - to capture the full suite of data that reflects your service, image, regulations and marketing activities. Using OARS reporting data, Michelle will show you how to use your customer service metrics as a catalyst for change in diverse areas such as:

- Organisational cultural change programs
- Performance Management initiatives
- Modified Workplace behaviour
- Enhanced client communication
- Revised marketing initiatives
- Legislative change responsiveness
- Physical developments and enhancements
- Capitalising on competitive advantage

“Our feedback shows that 100% of the participants found your workshop useful to their business and they’re likely to implement what they had learnt.”

- Jo-Anne Miley, Women in Business NSW Govt

8 PROVEN STEPS TO OVERCOME YOUR FEARS AND COLD CALL EFFECTIVELY - NOW!

Is this you? Clammy hands, beads of sweat forming on your forehead, hollow feeling in the pit of your stomach! All this and you haven’t even picked up the phone yet to make “Cold Calls”.

Why do we dread picking up the phone to call prospects about our products and services? This presentation gives you everything you need to know about how to cold call effectively and increase sales.

Hundreds of small and large businesses have increased their sales and retained staff by following 8 proven tips. Michelle will share these tips – and success stories of their application – including:

- Overcoming your fear
- Techniques for planning a successful call
- Knowing your outcomes before making the call
- Researching new prospects
- Building a database
- The real truth about numbers
- The end cost
- Making a difference with the 3P method

“I’m back at work and more motivated to make those calls now. Difference is, I’ll no longer give a spiel as to what I can “sell” my clients unless I know exactly what their needs are and how they operate.”

- Suzie Nand, Pivotal HR Management & Solutions

WOMEN IN THE WORKFORCE: “IGNITING YOUR POTENTIAL.....TO ACHIEVE”

Affirmative Action may be a legislative “safety net” for many women. The impact of such legislation typically has its limitations and the secret to success of many women in the workplace has emerged from an understanding of their self worth.

Many women have a latent potential to succeed and have well balanced lives. Michelle firmly believes that unleashing this potential comes from the introspection of oneself; and understanding of the beliefs and values that one frequently shelters and a realisation of the often subconscious desire to succeed.

Igniting self examination, women leave Michelle’s passionate presentation invariably commencing to challenge who they are, what they believe and where they want to be. They commence to understand or reinforce that they have the capacity to incrementally grow their dreams of a successful balanced life.

Ideally suited to women advancing their career path, establishing their own business or entering the workforce, through the analogy of a handbags contents, this presentation covers:

- Understanding personal beliefs and values
- Identifying personal drivers
- “Dreaming” and goal setting
- Integrating your goals with workplace opportunities
- Re-evaluating your goals and progress
- Keeping a “watching-brief” on life balance
- “Am I there yet”?
- “Putting Back”
- Moving On
- ...and much more!