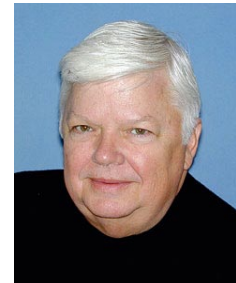




CTN WEB CONFERENCE SALES & MARKETING

NEW DATE
THURSDAY, AUGUST 7, 2008
9:30-10:30 AM CT / 10:30-11:30 AM ET

SATISFYING TODAY'S CUSTOMERS: STEAM UP YOUR BRAND, YOUR FRED FACTOR



Featuring:

Jack Howe, CEO Qigong for Business, Inc.

WWW.DRUMBEATPRODUCTIONS.COM
WWW.QFBINC.COM

Jack Howe is the author of 5 books and CEO of Qigong for Business, Inc., doing business as, Drum Beat Productions. Jack works with companies to improve their business acumen and have a positive impact on their NPS.

Target Audience: All Employees

Program Overview:

Our ever-changing industry is facing the ever-changing customer and his/her expectations and demands with access to greater choices for service. When the product is virtually the same, the energy industry must distinguish itself by its service delivery if it is to be the provider of choice.

This interactive program will help you:

- Understand the ways others companies in similar competitive markets differentiate themselves successfully.
- Discuss 3 steps to improving your brand
- 7 Ways to Fall from Grace to be avoided
- Learn the newest metric of customer service the NPS
- Discover the power of the FRED Factor
- Hear how one energy company made a big difference

For more information, contact:
Nadine Fred, 972-620-4015 nfred@ctn-energy.org