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## Become The Change You Want To See

**KAIZEE Newsletter #4, March 15, 2010**

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### Coming Events

**May 16-18, 2010**  
Certified Customer Service  
Leader - Doha, Qatar  
CCSL 3-Day Workshop

**May 24-26, 2010**  
Certified Customer Service  
Leader - Beirut, Lebanon  
CCSL 3-Day Workshop

**September 24-26, 2010**  
SQI World Wide Conference  
Shanghai, China

[Business Calendar>>](#)

### Quote of the Month

**By Mary Kay Ash**

Most people live and die with their music still unplayed.  
They never dare to try.

### Spotlight

**By Rony Klayani**

Visit Our Stand At  
**"FORWARD 2010"**  
Career Fair

**BIEL- Lebanon**  
25 to 28 March 2010  
From 4 pm till 10 pm



We are glad to announce that "Standards" has become an official Representative For KAIZEE in Lebanon. Their collective experience and leadership, will add a lot for our network. For growth and continued success, we welcome "Standards" team in our network.

For more info about our network and services, visit "Standards & KAIZEE" stand At "FORWARD 2010, CAREER FAIR" Beil Lebanon. March 25-28, from 4pm till 10pm.

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### Don't Tell Them, Show Them

**By John Tschohl**

How do you get customers through the doors of your business, whether those doors be physical or virtual? Most companies rely on advertising to tell the public how wonderful their products, services-and employees-are.



There are two problems with this method. The first is that

companies are spending billions of dollars in hopes that their messages will entice customers to do business with them. In fact, during the third quarter 2009, U.S. organizations spent almost \$5.5 billion on Internet advertising and almost \$9 billion on TV advertising.

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## The Answer's Yes - What's the Question?

By John DiJulius



I hate the word "NO"! I truly do, I can't believe how many people from so many companies use it. It should be stricken from the English vocabulary. Ok maybe that's a little severe, but it certainly should be stricken from any customer service focused company. .

Cameron Mitchell Restaurants, 27 upscale restaurants in seven states, headquartered in Columbus Ohio, not only has removed the word NO from their 2000 associates vocabulary, they have one of the best service brand promises that I have come across; "The answer's yes - now what's the question"? .

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KAIZEE was formed in 2009, to offer business developing programs and solutions that are tailored to the specific needs of groups & individuals, from senior managers to front line operatives - a key activity when it comes to improving performance. KAIZEE is also the official GCC and MENA Distributor, for Service Quality Institute, the global leader in helping organizations keep customers, build market share and improve the performance of the entire work force by developing a culture of delivering superior customer service.

**Sincerely,**  
KAIZEE LLC  
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Kaizee | POBox: 116-5258 , Tel/Fax:+9619477748-M:+961636266 | Beirut | Lebanon