



## News Release

### Step 1 Management Services Offers Retailers “Brilliant Service”

*Jeff Canter rolls out newest training seminar targeted to retailers and customer service providers*

**PITTSBURGH, PA – October 24 2007** – Step 1 Management Services, LLC, a firm dedicated to providing essential management training and leadership development services, today announced the expansion of its offerings with the launch of its newest training seminar titled “5 Simple Steps to Brilliant Service”. Targeted to retailers and offices where face-to-face customer service is required, the training is designed to equip attendees with five basic rules of thumb that will help them provide outstanding service.

“With ever increasing levels of internet buying, retailers and other service-oriented businesses can’t afford to lose clientele to poor customer service,” said Jeff Canter, president and founder of Step 1. “With competition among businesses such as these fiercer than ever before, it seems the only real differentiator today is service.

“As the holiday shopping season shifts into high gear, retailers need to do whatever they can to enhance the buying experience for their customers or risk losing them to online shopping. ” Canter said.

As a consumer and as the owner of a service-oriented business, Canter has become more concerned with the declining quality of customer service available today.

“Consumers are growing tired of indifferent service from disinterested employees. The internet has made it quite simple for customers to ‘vote with their feet’ when they feel they’ve been badly served. Merchants have no choice but to focus on improving their level of customer care if they want to remain competitive”.

Step 1 will be hosting the first of these training seminars on November 16, 2007 in Pittsburgh, PA. The event will be held in the 3<sup>rd</sup> floor training center located at Foster Plaza, Building #11, 790 Holiday Drive, Pittsburgh PA 15220. The fee for the seminar is \$79. Attendees can register online at [www.step1management.com/5Steps](http://www.step1management.com/5Steps) or by calling 412-216-0842.

### **About Step 1 Management Services**

Step 1 Management Services, LLC is a firm dedicated to providing essential management training and leadership development services. Founded by Jeff Canter, a management professional with more than 25 years of experience across a variety of industries, Step 1 provides an array of management training, leadership development and business coaching services. By applying pragmatic and real-world experience, Step 1's programs, training engagements and consulting services help businesses, non-profits and public sector organizations to implement programs designed to cultivate the full potential of the entire management group, from entry-level managers through to senior executives. The cornerstone of Step 1's approach is helping clients to establish management practices that enable both the individual and the organization achieve its full potential. The Step 1 Web site is located at [www.step1management.com](http://www.step1management.com).

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