



Bobby Burns speaks to small business owners and leaders who want to create businesses that **deliver exceptional customer service.**

“Having worked with Bobby for the last five years has completely transformed our Company.”

- Paul Woodhead
President, Direct Plastics, Sheffield, England

“Bobby helped me clarify my thinking around my role as a leader in my business as well as simply the owner.”

- Ron McMahon
CEO of McMahon & Associates

“I wanted great customer service to be a consistent reality in my business. The coaching and training we received helped make that happen. Knowing that my leadership and the integral part it played in building a service-oriented culture was profound for me.”

- Bobbette Dowell
Owner of CraftinGirlz.com



Axiopraxis
Business Leadership Coaching



PRESENTATIONS

The Customer Rules – A Service Paradigm™

- Discover how this seemingly simple, yet revolutionary mindset can change everything you do in your business!
- Learn how to spark a Service Culture Revolution in your own business – and keep it going

Service Leadership: The Key to Success™

- Learn why successful customer service begins – and ends – with a service leadership approach
- Vastly improve the caliber and quality of your leadership while building credibility and “buy-in” from your staff

Build Your Service Culture - or Else™

- Position your company as a world-class provider of exceptional customer service – and never compete on price again
- Discover how your company culture is the bedrock of a service mindset

Service Needs Systems – Not Policies™

- Understand the difference between “rules” and “tools”
- Learn how systematic processes create sustainable customer service practices

Bobby Burns is an acclaimed customer service and business leadership expert known for his content-rich presentations enlivened with humor and actionable strategies and tactics.

As a customer service expert and business leadership coach, his mission is to help small business owners and leaders create companies that **deliver exceptional customer service.**