

Wishing you a successful 2011 and to help you achieve that success  
The New Hampshire Chapter of the IMA invites you to our  
First meeting of the New Year...

## **DINNER MEETING + 2 CPEs**

Wednesday, January 19, 2011

5:00 pm Networking 6:00-8:00 pm Dinner and Speaker

Fratello's Italian Grille, Manchester, NH

In our increasingly competitive marketplace, when it comes to customer satisfaction,  
building brand loyalty and creating repeat business...

### **"GOOD Is No Longer GOOD ENOUGH"**



**Speaker:** Laura Hampe  
VP Metro Market Sales Manager  
TD Bank, *America's Most Convenient Bank*

**Speaker Chair:** Rod Bowles

In her current role as Vice President of Metro Market Sales at TD Bank, Ms. Laura Hampe is constantly assessing current and seeking new strategies to help TD Bank achieve its current commitment to being *America's most convenient bank*. Laura draws on her private and professional "jobs" to achieve this goal.

Her first job was and is as a mom with two teenage daughters who live, work and play in New Hampshire. To get a true picture, substitute the word "play" for "shop". Together they shop for anything from cell phone plans, to the latest fashions, to car repair shops. They are Customers. They know what they like and what they don't like. And, it could change in a minute.

Laura's second job has been working in retail for over 20 years, and continually searching for the ever-illusive delivery of **consistent "exceptional" customer service**. What does it look like? What does it feel like? Every company wants to deliver it, but few succeed. And, just when they think they're good at it, good is no longer good enough.

Through her experience as a senior sales manager in banking and as a customer, Laura will share why customer service is so important, how one person can make a dent, and why it takes everyone on your team to make a real difference.