



**Debra J. Schmidt**  
“The Loyalty Leader”

**“Great job!  
Your use  
of group  
interaction,  
personal  
stories  
and fine  
examples  
made the  
workshop  
informative  
and  
entertaining.”**

*Dave Baumgarten*  
CEO and President  
U.S. Bank

## **Debra J. Schmidt, MS, APR**

Debra J. Schmidt, a.k.a. The Loyalty Leader, helps companies boost profits by leading them to greater customer, employee and brand loyalty.

Emmy nominee, entrepreneur, author, television personality and winner of six national marketing awards, Debra Schmidt is in demand as one of the nation’s top business consultants and speakers.

In addition to her monthly television appearances on Fox News in Milwaukee, Wisconsin, Debra is a featured guest on radio shows throughout the U.S. Her articles appear in numerous magazines and on-line publications.

Debra is the author of *101 Ways to Build Customer Loyalty* and *The Extra Mile—15 True Stories of Exceptional Customer Service*.

She is also a featured author in the following books:

- *Fantastic Customer Service Inside & Out*
- *How You Can Increase Your Sales In Any Economy*
- *Chicken Soup for the Christian Woman’s Soul*

Debra is president of the National Speakers Association-Wisconsin and an adjunct professor at Marquette University.

**“Outstanding, enlightening, uplifting, warm and personal! Any business that does not hear your message automatically starts behind its competitors.”**

**Bill Hurwitz**  
General Manager  
Milwaukee Radio Alliance, LLC

## **powerful**PROGRAMS

### **Building Customer Loyalty...Boosting Profits Through Retention**

Customer loyalty is the responsibility of every employee within an organization. It is earned by building positive relationships, one customer and employee at a time. Debra goes beyond traditional customer service training with powerful facts, entertaining stories and interactive exercises. You’ll learn how to cement loyalty by delivering exceptional customer service.

### **Building Rapport Through Effective Communications**

The way you communicate with others goes beyond the words you say. Your attitude, body language, communication style and personal appearance are key elements in how successful you will be in your business or career. You’ll learn how other people perceive you and how to identify behavioral styles. Then you can adapt the way you communicate in order to build greater rapport and trust with your co-workers and customers.

### **Leading Your Team to Excellence**

Transforming a group of employees into a real team requires a set of tools and a shared commitment to the mission of the organization. Debra will teach you how to give your team a competitive edge by getting employees to take ownership of their actions and attitudes. Discover what makes a group effective and how to improve your leadership skills to build a dynamic, winning work team!

## **customized** TRAINING AND KEYNOTES

**“Your energy, enthusiasm and motivational style fired up the whole audience . . .you had them hooked from the minute you walked in the room.”**

— *Joan Smasal, Manager, Training and Business Development, Northwestern Mutual*

# Testimonials

“...the feedback we're receiving from your training has been simply awesome! Thank you so much for all your contributions to our team! We want you back as soon as you can fit us into your schedule.”

*Lois Chauncey  
Human Resources Manager  
Avatar Holdings, Inc.*

“I have received many great comments about your customer loyalty presentation. It was informative, fresh, and entertaining all at the same time. You truly are a Loyalty Leader.”

*Mary Wild  
Network Systems Analyst  
Gehl Company*

“There are a lot of speakers out there, and a lot of mediocre speakers out there. Debra is top shelf!”

*Eric Tillisch  
Business Development Officer  
Tri-City National Bank*

“Not only was your presentation a hit with our staff, it was the best thing they liked about the staff retreat!”

*Mary Beth Malm  
Executive Director  
Girls Scouts of Milwaukee Area, Inc.*

“Thank you for all of the great ideas you shared with our management team to keep the customer loyalty momentum going long after your seminar.”

*Diane Wagner  
Manager  
Miller Brewing Company*

“I always hire Debra for her content and tools. . .then she exceeds my expectations by motivating our sales force to achieve new levels of excellence.”

*Todd Herbert, Director of Training  
and Employee Development  
RFTechnologies*

“Debra is a consummate professional who builds a culture of caring and relationship building that far exceeds anyone in the industry.”

*Kathleen Goelz  
Director of Operations  
Covenant Medical Group*

## Partial Client List

American Family Insurance  
C.G. Schmidt Construction, Inc.  
Dickten & Masch Manufacturing  
Green Bay Packers  
Hal Leonard Publishing Corporation  
Jefferson Wells International  
Kohler Co.  
Lucent Technologies  
General Electric Medical Systems  
Marquette University  
Midwest Airlines  
Miller Brewing Company  
Milwaukee County Transit System  
Northwestern Mutual  
PrimeCare  
Roundy's, Inc.  
Quad/Graphics, Inc.  
SYSCO Food Services, Inc.  
Time Warner  
US Bank  
Virchow Krause, Inc.  
Wells Fargo Bank  
Wisconsin Dept. of Transportation  
Wisconsin Governor's  
Conference on Tourism  
Wisconsin Public Power Inc.  
Women's International Pharmacy

### Professional Associations

Administration Management Association  
Association of Information Technology  
Professionals  
Association for Women In Communications  
Business Marketing Association  
Meeting Planners International—WI Chapter  
Milwaukee/NARI Home Improvement Council  
MRA/The Management Association  
National Funeral Directors Association  
National Assoc. of Professional Saleswomen  
National Association of the Remodeling  
Industry (NARI)  
Public Relations Society of America  
Sales and Marketing Executives (SME)  
Society for Human Resource Management  
Society of Marketing Professional Services  
Wisconsin Broadcasters Association  
Wisconsin Society of Association Executives  
Women Business Owners Network  
Women's International Bowling Congress



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