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Lisa Ford, CSP, CPAE

Lisa Ford is a speaker with over 20 years of experience presenting to businesses, associations and government. She speaks throughout the United States and internationally on topics of customer service, leadership, team issues and change. Lisa is best known for her work in the areas of customer service. She is the author of the videotape series *How to Give Exceptional Customer Service*, the #1 selling business tapes in the U.S. for over 3 years. Her other videos and audiotapes include: *Developing a Customer Retention Program*, *Building a Customer Driven Organization: The Manager's Role and Personal Power*. Her recent book is *Exceptional Customer Service – Going Beyond Good Service to Exceed the Customer's Expectations*.

Lisa designs content personalized to the audience and issues they face. She has also customized numerous videos for clients to use in their ongoing education efforts. Lisa's experience includes working with Pfizer, Viacom, Edward Jones, CSX, Kaiser Permanente, Morton's of Chicago, Citgo, American Gas Association, American Diabetes Association and American Veterinary Medical Association.

In 2002, Lisa was inducted into the Speakers Hall of Fame by the National Speakers Association. She is one of 200 speakers who have been honored over 30 years. She also serves on the Alumni Board of Directors for the University of Tennessee.