



Brooklyn Chamber
of Commerce

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BROOKLYN'S BUSINESS

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Support System

Members count on each other's expertise to get the best results

In December, 2007 the Brooklyn College Conference Center opened the doors to a state-of-the-art facility to deliver conference and event-hosting services to students, faculty, and other on-campus groups, as well as Borough residents and the community at large.

The power of two: Chamber Members working together

The Conference Center is staffed with students of Brooklyn College that provide front-line staff support to the many visitors that utilize the new facilities. In addition, the full-time staff is tasked with creating a brand name in the local community, and generating new business opportunities for the Conference Center for various events such as seminars, lectures and receptions.

Meeting the Challenge

While the students that work in the Conference Center require top-notch customer service skills in order to provide exceptional service to the Center's customers, many lacked the requisite background and training to deliver outstanding levels of service. The

staff felt they could also benefit from guidance on marketing and sales best practices to generate new business.

Last August, Ethan Chazin, president of the Chazin Group, was retained by the Conference Center to conduct a program to their staff on how to leverage marketing and sales best practices, and shared timely strategies for prospecting by leveraging direct marketing, advertising, online strategies, email marketing, list rental services, and other tactics.

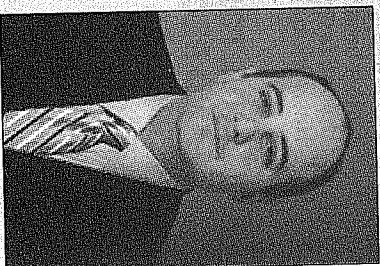
Founded in 2004, The Chazin Group delivers career transition consulting services to job seekers from all backgrounds and experience levels, from people entering the job market for the very first time, to seasoned professionals looking to transition into a new field.

In addition, last October Mr. Chazin led a program delivered to approximately 30 students of Brooklyn College who work in the Conference Center, focusing on customer service best practices. With both programs Mr. Chazin was able to apply his twenty-plus years of experience in the private sector in a number of sales and marketing roles, having served most of the Fortune 1000 as clients and possessing extensive experience managing client relationships and event/conference planning programs.

During the customer service program Mr. Chazin emphasized to the students the critical role that they served as goodwill ambas-



The presentation for Brooklyn College Conference Center staff helped identify customer service and marketing opportunities. At right, Ethan Chazin.



sadors to the college. He explained how exceptional customer care is a key driver that organizations rely on, to differentiate themselves in competitive business environment. He emphasized to the students the key skills that are required for success in the business world derive from excellent customer service, such as: leadership, work ethic, punctuality, teamwork, critical thinking skills, and managerial experience. He repeatedly emphasized that these are the transferable skills that students must rely on throughout their careers. The results spoke for themselves.

"On behalf of the Brooklyn College Student and Conference Centers, we thank you for facilitating a top-notch training program with our students," said Ryan Buck, director of the Brooklyn College Student Center. "Many expressed their gratitude in hosting such training. For most students they have never experienced a 'professional development' program like this. I am sure to see results of this training immediately. Well done and thank you."

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"In today's turbulent economy, customer service provides organizations with a powerful tool to acquire and retain clients as well as top talent," said Mr. Chazin. "Providing the students at the Brooklyn College Conference Center with best practices in customer care using private sector sales skills is a tremendous way for this state-of-the-art conference center to position itself to its clients and prospects not only in Brooklyn, but the surrounding metro area as well."

Since its opening, the Conference Center has served the varied needs of a wide range of clientele including: Bank of America, the Board of Elections of the City of New York, the Brooklyn Public Library, Citibank, Senator John Sampson's office, Starbucks, Target, Warner Bros. Television, and many others.

For more information about the Chazin Group, visit www.TheChazinGroup.com, call (917) 239-5571 or e-mail thechazingroup@yahoo.com. For more information about the Brooklyn College Conference Center, call 718-951-5528, e-mail conferencecenter@brooklyn.cuny.edu or visit www.brooklyn.cuny.edu/pub/departments/ccenter. ■