

Speaker: Daria Bruno, President: Lock, Stock & Daria
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Topic: The Voice of the Customer-
Satisfying Customers' Needs in Radio-broadcasting and the Firearms Industry
Detailed presentation description below.

Location: Twelve Acres Banquet Facility / Restaurant, 445 Douglas Pike, Smithfield, RI.
Located 20 minutes north-west of Providence, just off Route 7 (Douglas Pike) – See Map, pg. 2

Time: Thursday, January 18 – Networking 5:15 PM, Dinner 6:00, Speaker to follow
NOTE: Reservations needed by Monday, January 15th.

Dinner: Full Buffet meal

Cost: Presentation & Dinner: ASM Members, Guests, Students & ASM Retirees \$30

Reservations: Reply to this e-mail with your intentions, or click the link below:
asmri@mail.com

Topic: The Voice of the Customer -

Understanding the needs of your customers can be very challenging even when you have face to face meetings. They can be more challenging when you are trying to match those customer needs to promote their products to customers listening on the radio. Translating the needs of your customers during firearms training and coaching can also be challenging. There is a clear mix of regulatory requirements with safety and attitude focus. There is no simple answer or technique in either of these markets. With decades of experience in radio broadcasting and personalized firearms instruction for the civilian and law enforcement markets.

Daria will share her secrets of translating the "voice" and needs of the customer into business engagements that generate a "win" for all involved. Some discussion topics that she will cover:

What does the customer really want?

How can you satisfy the needs of the customer and maintain the business relationship?

How do you resolve difficult customer issues and personalities?

How do customers know that they are gaining business and a return on their investments?

(Additional information on pg. 2)

Daria Bruno
Radio Personality & President: Lock, Stock & Daria

Biography

Daria Bruno is a renowned radio personality with over 30 years broadcasting experience on known local stations such as WHJY, WHJJ, WPRO, and B101 just to name a few.

She is the host of "Lock, Stock, & Daria," Gun Talk Radio, which airs on Sunday afternoons from 3 - 5PM on 630AM and 99.7 FM WPRO.

Through her company, Lock, Stock & Daria, she provides a wide variety of personalized firearms instruction for clients throughout New England.

Daria has a BS degree in mass communications from Emerson College with a concentration in journalism, and she is a Certified NRA Instructor in multiple disciplines.



12 Acres Banquet Facility

www.twelveacresbanquet.com

GPS: 445 Douglas Pike, Smithfield, RI

