

## BOB ANSETT

### Team and Customer Service Cultures



Bob Ansett talks about...

- Change Management
- Customer Service
- Leadership
- Management

### About Bob Ansett...

Widely acknowledged as a leading entrepreneur of the '80s, Bob Ansett faced the demise of his company with the same courage that he displayed in taking it to the top of the car rental market, and provided a graphic lesson in exactly how winners behave when they're not winning -a perfect illustration of Hemingway's definition of style: "grace under pressure". The story of how he built Budget Rent A Car from scratch into a multi-million dollar international business -only to be overtaken by financial crisis -is well-documented in his two best-selling books, *Bob Ansett – An Autobiography* and *The Customer*.

Bob is the former Managing Director of the Budget Group, past President of the Melbourne Chamber of Commerce, President of the Australian Customer Service Association and President of the North Melbourne Football Club.

Bob is now engaged in a new venture, Bob Ansett Marketing Services, established to assist the development of team and customer service cultures within organisations, and to provide marketing advice and franchising know-how.

### People say...

Presented well and it was refreshing to hear someone who has had both success and failure fighting back.

*AMP NSW*

Bob Ansett attracted more delegates to his session than any other speaker. He also demonstrated his ability to motivate people by his approach to life and business, good or bad.

*Hardware Federation of South Australia*