



## Listening to the Voice of the Customer

# FREQUENTLY ASKED QUESTIONS

### DO I NEED TO BRING OR PREPARE ANYTHING FOR THE COURSE?

No, you do not need to bring or prepare anything for the course. All course materials will be provided to you on the first day of the course. No laptops or tablets are necessary.

### WHAT TIME DOES THE COURSE START? WHAT TIME DOES THE COURSE END?

Breakfast is served at 8 am each day of the course. Course instruction begins promptly at 8:30 am both days. The first day of the course will end at 5 pm. The second day of the course will end around 2:30 pm.

### IS THERE A DRESS CODE?

Dress code is dependent on the location of the training course you are attending.

The Sheraton Boston Hotel does not have a dress code, although business casual is recommended. Jeans are allowed.

The University Club of Chicago does have a dress code, so please plan accordingly. "Business Casual" attire is appropriate for the course which the Club defines at a minimum as:

Men: Slacks with a collared shirt, collared shirt and sweater, or a turtleneck

Women: Slacks or skirt with a blouse, sweater, or collared shirt

### HOW DO I FIND THE MEETING ROOM?

Once registered for the course, you will be notified of the specific meeting room the course will be held in. You may ask front desk staff to assist you in locating the room. There will also be signage on the floor the course is being held on directing you to the meeting room.

### WHAT IS PROVIDED AT THE COURSE?

All course materials needed for the course are provided at the start of the first day. All course participants are also given access to our Online VOC Toolkit at the conclusion of the course.

Breakfast, morning snack break and lunch are all provided on both days of the course. An afternoon snack break is also provided on the first day of the course.

### WILL THERE BE TIME TO CHECK EMAIL, MAKE CALLS, ETC.?

Yes. During breakfast, snack breaks and lunch you will have time to check email, make calls, etc.

### WHAT OUR ATTENDEES ARE SAYING

// Best course I have ever seen in 10 years of marketing."

LI-COR BIOSCIENCES

// Excellent. I have taken so many courses that turned out not to be worthwhile; this was one of the very few that was worthwhile."

MILWAUKEE ELECTRIC TOOL CO.

// A good balance between theory and the real world."

CHOICEPOINT, INC.

// Our instructor was interesting, comfortable, knowledgeable—excellent job!"

CATERPILLAR, INC.



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