

SIDNEY · C · HURLBERT



P.O. Box 293806
Kerrville, TX 78029
Phone: 800-800-1606
Fax: 830-896-4612
seminars@SidneyCHurlbert.com
www.CallSid.com

Sid's Beginnings:

Sid Hurlbert was born in Wellsboro, Pennsylvania, the oldest of four. He lived on a farm, a true cow-milking, garden-weeding, animal-feeding farm boy, in north central Pennsylvania. Due to the economy Sid's dad decided to leave the farm and began x-raying pipe and submarines which often meant moving the family to different states. Where ever he was, Sid always made good grades in school and was the class comedian. A frustratingly, delightful combination for any teacher to handle. February 8, 1970, Sid gave his first seminar on communication skills. He was only 18 years old.

Sid is now 57 years old and has been teaching the art of "What to Say & How to Say It" using his STEPS method for over 30 years. Averaging over 200 seminars annually, he lectures throughout the United States, Canada and Europe to a wide variety of professional, corporate, academic, and civic groups. He combines his powerful messages, humor, and insight with entertaining twists, creating a dynamic learning experience that transforms the way people relate to themselves, fellow employees, and their families.

Some of Sid's Clients:

- US Department of Health and Human Services
- Walter Reed Army Medical Center
- ALFA, Assisted Living Federation of America
- Cornell University
- VA Medical Centers
- Superior Court of New Jersey
- Adult Protective Services
- Child Protective Services
- Departments of Social Services
- American Institute of Banking
- US Army
- Corning, Inc.

- Office for the Aging
- American Red Cross
- Kodak
- Rochester Institute of Technology
- National Kidney Foundation

Some of Sid's Seminars:

- What to Say & How to Say It
- The Keys to Keeping Customers and Employees Coming Back
- Telephone Techniques and Face-to-Face Communication Skills
- Fun At Work...WORKS!
- Maintaining Focus & Perspective in Stressful Job Environments
- Managing and Motivating People

Some of Sid's Publications:

Sid has published several books and written several articles on communication skills. His articles include "Let the Customer Know" for Undercar Digest and "Who Is The Customer" for Business Strategies Magazine, as well as articles for several medical, educational, and other business and automotive publications. Sid is currently updating his "5 STEPS to Change Your Life Today" Handbook for Telephone & Face-to-Face Communication Skills and his new book, written with Francis M. Murphy, entitled It's About the People, Stupid: A Customer Service Manual for Self-Defense has just been released. Sid's CD's and DVD's cover a variety of topics: from *Putting Into People What You Want Back; Empathy, Enthusiasm, and Commendation;* to *Telephone Skills*.

Sid's books as well as his CD's and DVD's are used in businesses for the training and re-energizing of their employees.

Sid's Clients are Saying:

"When I watch Bill Cosby making light of a real world situation, I find myself laughing and all of a sudden realize "I do that same thing". It's the same way with Sid Hurlbert's Seminars and videos; they open your eyes to things you never recognized you were doing. Sid Hurlbert is the "Bill Cosby" of customer service."

Dale Henslee

Henslee Television Productions

Boerne, Texas

"Have you ever been to a seminar that was boring and you could hardly stay awake, let alone pay attention?" "And in the next room you can hear those attending another seminar laughing so hard it is almost disruptive." "You wish you were in that seminar." "And then at the break you go into the hallway and everyone coming out of that seminar is still laughing and acting like they can't wait to get back in to the seminar." "Well, today you are at that seminar!" Today I'm proud to introduce Sid Hurlbert.

Connie Pressler

Texas Commission for the Blind