Driven to Excel
Engineering the Customer Experience

Since 2006 …

… leaders have come to Steve Dorfman to create – or reinvigorate – their company's customer service culture via leadership consulting and staff training. His highly interactive talks and training programs are designed to educate, engage, and develop front-line staff. Your results include:

- "Employee-owned" remarkable experiences for customers and clients;
- Consistent referral business, and;
- Repeat customer loyalty

As you might imagine, all of this all translates into a strengthened culture *and* increased profits

Before founding *Driven to Excel, Inc.* …

… Steve spent 11 years (1995 - 2006) as a sales consultant for a luxury automaker. Yes, the car business ... not exactly a business with a reputation for impeccable customer service. So when *Steve* entered the business at 23 he was determined to make a positive difference by creating remarkable client experiences – His unwavering commitment to impeccable service earned Steve "Salesman of the Year" 7 years in a row, while maintaining a CSI (Customer Satisfaction Index) rating in the top 1% nationally. He worked *by appointment only* as repeat and referral clients accounted for 70% of his sales. All of this earned Steve a very comfortable salary from his 35-hour workweek.

Before the car business …

… Steve spent 8 rapid-growth years in the hospitality industry. Today, he also hosts the *We Mean Business!* TV show (www.WeMeanBiz.tv) where he has conducted more than 75 interviews with top executives, thought leaders and bestselling authors. In 2007, he co-founded the 300-member YPLG (Young Professionals Leadership Group). And in 2011 Steve married Maggie; the love of his life. They were married at Lake Anna, Va. – their favorite weekend spot for boating, wakeboarding and fun in the sun, especially when shared with close friends and family. Steve and Maggie reside in Gaithersburg, MD – just outside of Washington, DC – and welcomed their first child in March 2014.

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