



The Prince Edward-Farmville Tourism Advisory Board
& The Virginia Tourism Corporation

present:

Customer Service Workshop

Superior customer service is an organization's or individual's ability to consistently and constantly exceed customer expectations. The reward for your efforts is a loyal customer who returns again and again to purchase your product or visit your destination. To earn your customers' repeat business you need to focus on Attitude, Consistency, Service and Teamwork. Attitude is EVERYTHING. With a positive attitude and sincere desire to serve others, you will earn the loyalty of your customers and the respect of your teammates.

How you THINK about your customers is how you will treat them.
--Bob Ferrell

Program Objectives:

- **Identify why customer service is beneficial to your business and your community**
- **Identify and practice positive behaviors that enhance customer service skills**
- **Learn to treat your co-workers as your INTERNAL customers**
- **Give front-line employees the confidence and support they need to shine as hosts**
- **Lead by example**

WHERE: Hampton Inn

WHEN: November 3, 2009 from 9 a.m. to 11 a.m.

WHO IS INVITED: Everyone!!!

SPEAKER: Bobbie Walker, Partnership Marketing Education Director for Virginia Tourism Corporation,

CALL 434.392.1482 OR 434.392.3939 TO RSVP by Friday, October 30th.