



BUILDING CUSTOMER LOYALTY AND SPEND

Presented by Russel Boswell, BozOz

This Workshop is open to all businesses and covers customer service for tourism, dealing with difficult clients and presenting The Hinchinbrook Way in a format that benefits your businesses directly. The workshop will include:

- It's All About Attitude! Key approaches to work and customers,
- Who are your Guests? Understanding the customer perspective and what they really want,
- Your G.U.E.S.Ts: Using the G.U.E.S.T formula (Greeting, Understanding, Efficiency, Special Treatment, Thankfulness),
- The Hinchinbrook Way: Leveraging the regional brand in your business,
- Presentation: Positivity, First Impressions, Marketing Presence, Place and Personal Presentation,
- Communication: Listening, Key Information, Body Language, Digital, Telephone, Storytelling
- Handling Complaints: A staged process to manage difficult customers,
- Your Team: Identifying and Building your Team, and
- Keeping it Going: Continuous Improvement, Attitude Maintenance.

Supper and Refreshments will be provided

Date: Monday 2 September 2019

Time: 5:30pm to 8:00pm

Cost: \$25.00

Book: Bookings can be made via email to events@hinchinbrook.qld.gov.au or phone 4776 4618.

THINK BUSINESS 2019: Hinchinbrook Economic Development Series offers a variety of workshops from February to November, providing pivotal information, aiding in the growth and development of our regions business and events community. The 2019 series focusses on marketing and experience development. Training is delivered locally in the Hinchinbrook Shire at TYTO Conference and Events Centre.

Except where stated, to book workshops visit hinchinbrook.qld.gov.au, email events@hinchinbrook.qld.gov.au or phone 4776 4618.

