



*a profitable experience*

## Welcome Fraser Coast – A Bit More Information



### How Welcome Fraser Coast Is Delivered

The session is informal, fun, motivating and very informative. The facilitator is engaging and enthusiastic. Because everyone is having a good time the two hours pass very quickly.

Welcome Fraser Coast stresses the need for each member of staff to step up and take their place in your organisation's cycle of service. Showing a can do attitude and acting as Ambassadors for the Region, your staff will ensure your customers want to come back and spend more money.

### Why Welcome Fraser Coast Was Instituted

Welcome Fraser Coast promotes the concept that customer service is everyone's responsibility. Because business makes a profit by attracting and servicing customers, happy customers spending more, more often means greater profitability.

If each individual member of staff projects a strong image and service culture - the business will succeed. When individual business is strong the overall economy is strong. In a strong economy our citizens can expect to retire comfortably and their children will have more opportunity to stay in town for their jobs.

As well as improving image and customer service standards within individual businesses, "Welcome" customer service training stresses the concept of 'talk up your region - build up your business'. It explains the benefits of the tourist dollar and seeks to impress upon participants the importance of becoming a customer service ambassador for their business, their town and their region.

### Topics Include

- The customer is the most important person in the business
- Increasing Profitability
- The value of the tourist dollar
- Improving my customer service – What's in it for me?
- Not just a sale but an experience
- There are three P's in Profit – Personnel, Presentation, Priority
- Having a 'can do' attitude
- Making a positive impression
- Customer service is everyone's responsibility
- Helping my customers spend more money
- Talk up the region – build up my business
- Answers to the ten most commonly asked visitor questions
- Causing my customers to rave about my business and my region
- Creating jobs and local prosperity – who me?