

TBEX Ambassador Workshop

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Be TBEX Ready!

OBJECTIVES

- A discussion of Branding
- Customer Service 101
- Putting your best foot forward

*** Focus on low-hanging fruit ***

TBEX Ambassadors

- What does it mean to be an ambassador?
- How is it done in your business?
- How does it relate specifically to TBEX?

Homework Assignment #1

- Communicate with your organization
 - Staff Meeting
 - White Board
 - Expectations
 - Incentives

Branding

- Where are we?
- What do we do here?
- Why this a great place to visit?
- How are we different from the rest?

Homework Assignment #2

- Do your homework before TBEX
 - Know your product
 - Know your region
 - Know your customers
- Test your front line staff

Customer Service 101

- Safety
- Courtesy
- Knowing your market
- Service Recovery

Safety

- ADA
- Emergency Procedures
- Sanitation

Courtesy

- Body Language
 - Smile
 - Posture
 - Attention
 - Communicate the no-no's
- Actions
 - Greet your guests
 - Listen to your guests
 - Thank your guests
- Exceed Expectations
- Follow Up

Know your Market

- Products/Services
- Customers
- Micro/Macro
- Demographics

Service Recovery

- Empathy
- Empower employees
- Have a plan
- Follow up

Best Foot Forward

- Cleanliness
- Presentation
- Efficiency

Clean it up

- Deep Clean
- Bathrooms
- Touch up paint
- Landscaping
- Clutter
- Printed Materials

Show Ready

- Uniforms
- Inventory
- Have fresh eyes secret shop
 - Website
 - Phone & Answering Machine
 - Facebook & Yelp
 - All printed materials

Efficiency

- Parking
- Bathrooms
- Flow and tempo of the experience
- Ease of sale
- Ease of contact
- E-commerce

Homework Assignment #3

- Pick 3 three pieces of low-hanging fruit for yourself
- Challenge and incentivize your staff for the rest of the orchard

Publicize

- Show your efforts
 - Website
 - Facebook
 - Instagram
 - Twitter
 - Events Calendar
- Tag it:
 - #myFLXTBEX
 - @bseager

Extra Credit Assignment

- Turn FLX TBEX Ready into standard operating procedure
- Turn TBEX Ambassadorship into FLX Ambassadorship

Thank You

Questions?

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