

# Southern Style Hospitality Seminars

## How to Charm Your Customers with Excellent Customer Service

These workshops fulfill a TAEP requirement in **ONLY** the following sectors:  
**Agritourism, Fruits and Vegetable and Value-Added.**

### About Southern Style Hospitality

Customer service and hospitality are important aspects of marketing and management for any business. Poor customer service, on the other hand, can be a death sentence to a business.

Excellent or unique service may:

- differentiate a business attracting new customers
- develop brand loyalty of existing customers
- decrease customer complaints
- improve employee performance
- reduce employee turnover

Southern Style Hospitality Seminars provide customer service training for business owners, managers and front line employees – anyone in your business that comes into contact with customers. While this offering of seminars is targeted towards direct farm marketers and agritourism operators, the concepts taught in this seminar will apply to anyone dealing with customers.

The seminars focus on fundamental hospitality habits most people know but often forget to follow. Sessions refresh existing knowledge, provide tips for handling difficult situations and remind participants of the importance of implementing these hospitality habits. The seminar features interactive dialogue and activities. Participants will leave with a notebook of resources and a customer service action plan for their business. Come ready to share, laugh and have fun!

These seminars are modeled after successful customer service training programs offered by Cooperative Extension in Texas (Texas Friendly) and North Carolina (NC Hospitality).

### Funding Partners

Special thanks to the following partner agencies providing support for these events:



### Dates, Locations and Times

The seminars will be offered in four locations:

1. December 5, 2014 – Hyder-Burks Agricultural Pavilion, Cookeville, TN
2. December 11, 2014 – Chattanooga WorkSpace, Chattanooga, TN
3. December 16, 2014 – Montgomery County Extension Office, Clarksville, TN
4. December 18, 2014 – Agricenter International, Memphis, TN

Sessions will begin at 9am and end by 5pm. Lunch will be provided. Directions and other details will be emailed to registered participants a few days prior to each seminar.

### Registration

**Pre-registration is REQUIRED by five business days prior to the seminar date.** Space is limited so register early!

Tennessee Agritourism Association members receive two free registrations per enterprise. The registration fee for additional members and non-members is \$20 per person.

For free registrations, e-mail seminar location, participant name(s), business name, e-mail address and phone number to [cpa@utk.edu](mailto:cpa@utk.edu). For paid registrations, register online at <https://tiny.utk.edu/SSH>.

### Questions?

Contact Megan Bruch Leffew at the Center for Profitable Agriculture at [mleffew@utk.edu](mailto:mleffew@utk.edu) or (931) 486-2777.