# Bishop's Pumpkin Farm

Serving 5-Star Customer Service

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### What is your brand?



- Not just your logo
- Not what you are saying in your marketing
- It is what people perceive you to be







#### Where does it start?

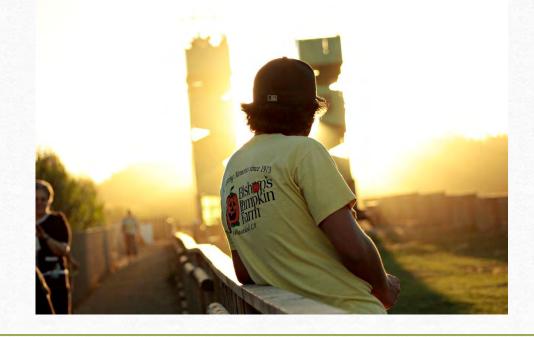
- The Employees
  - Interview Process
  - Orientation/Training
  - Being Servant Leaders





# Employee Training

- Create positive work habits and bring your 'A' Game
- Exceeding Customers Expectations
- 10-4 Rule
- Handling Complaints



#### Listening to the Customer

- Word of Mouth Marketing
- What are the customers complaining about? Fix it if possible
- Grow to accommodate the busiest days
- Under promise and over deliver









#### Be Authentic

- Core Values
- Be who we say we are going to be
- Are we personable?
  - Newsletter
- Facebook ≠ A Sales pitch



## Be Involved in the Community

- Run Your Gourd Off
- Corn Maze
- Golden Autumn Wine Festival









## Keep Improving

- Every year will present different challenges
  - Adapt to them
- Keep improving your employee training systems
- Keep listening to your customers

