

Franklin County Tourism Training Workshops

Customer Service Training

Friday, November 14

Morning Session: 9:00 a.m. to Noon –OR–

Afternoon Session: 1:00 p.m. to 4:00 p.m.

Saddleback Mountain in Rangeley

Well trained employees are essential for your business success and your bottom line in today's business world. Customers will call, email, post and blog about your business if their expectations were not met and will share with an average of seven people; be sure your customers are receiving the best service possible.

Donna Fichtner will teach you as a business owner, and your front line staff about the importance of superior service in today's world, help define good customer service, calculate the value of a customer, and discuss key communication issues.

Registration is required. Space is limited. \$10 is payable at workshop. Light snack will be provided. Contact Liza Donald at ldonald@msad9.org or (207) 778-3460.

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**Franklin County
Tourism Network**



Tourism Marketing Workshop

Tuesday, November 18

10:00 a.m. to 2:00 p.m.

North Dining Hall B, University of Maine at Farmington

Effectively marketing to customers is one of the largest challenges facing tourism businesses in Franklin County. Join us for an interactive workshop that explores the fundamentals of marketing and marketing plans. Participants will learn about sustainable competitive advantages; how and where to do market research; and effective advertising strategies. During lunch, area small business counselors will be on hand for questions. Future individual counseling appointments are available.

Presenters: Greg Gould, Maine SBDC and Dina Jackson, AVCOG

Registration is required. Space is limited. \$10 is payable at workshop for lunch and materials. Contact Shaunacy Cobb at scobb@mainemountains.org or (207) 779-6355.

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