

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 \neq 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

