

10 Service Tips for Every Farm Retailer

Jonathan Winchester





A photograph of a television set in a room. The TV is the central focus, with its screen tilted back. It sits on a patterned rug. To the left is a wooden stool. To the right is a window with blinds. The text "Perception is King!" is overlaid in large orange letters across the center of the image.

Perception is King!

The 80% - 8% Rule



***“You don’t have a great
business without great
service”***





No.1 The Fish Smells From The Head Down!

- Choose your attitude
- Your first impression to your team counts
- Get out of the office!
- The E Factor

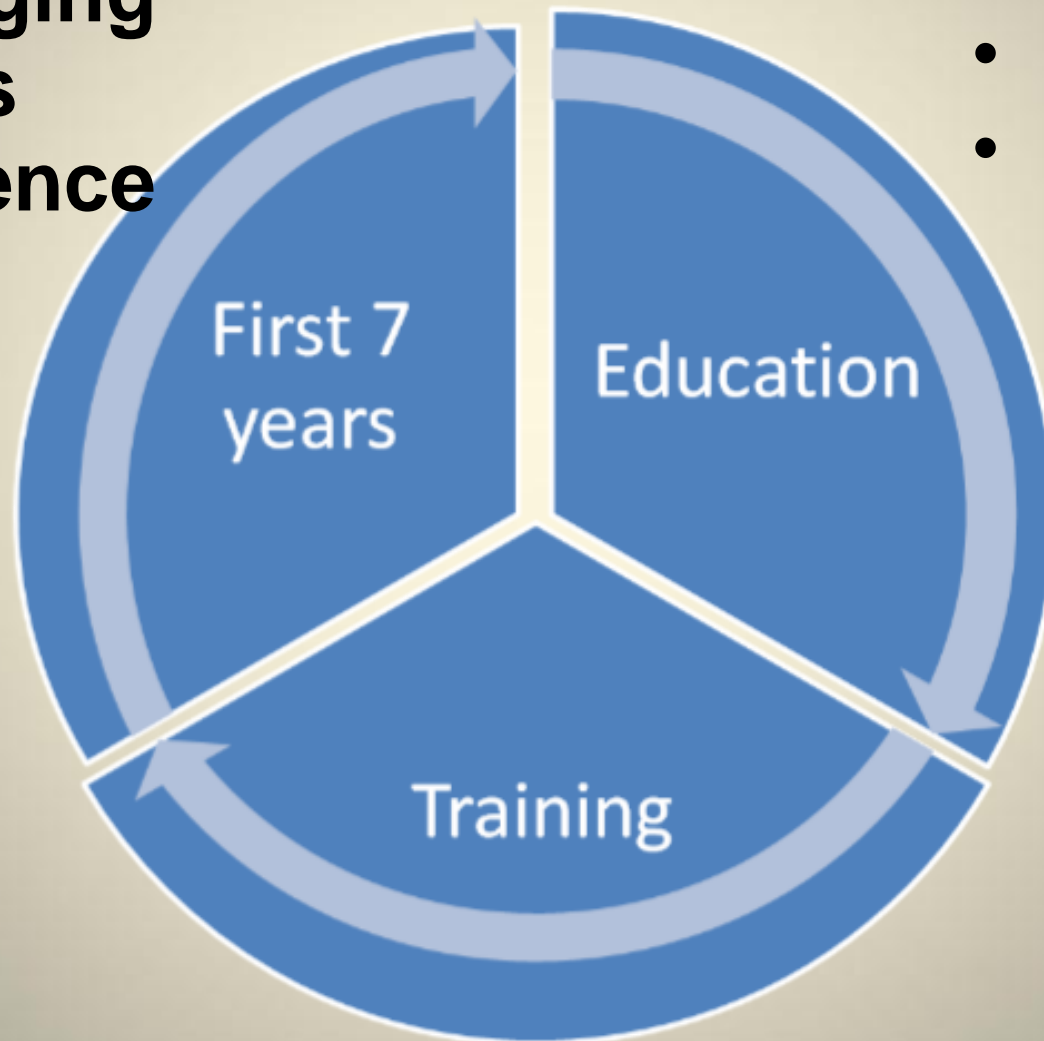
Enthusiasm



No 2. Recruiting Great Staff

- **Upbringing**
- **Parents**
- **Experience service**

- **Drama**
- **Working P/T**
- **Leaders at school**



- **Induction**
- **Product**
- **Service**
- **Monitoring and rewards**



No 3. Getting the Team Right

- Who is your most important customer?
- Structure – blank piece of paper
- Every business has the awkward squad
- Weed out the **Negative Influencers**
- 1/3 of our life is working – enjoy it!



Make your Life Easier

- Zone your business
- Allocate staff member to an area
- Checklists
- Link to Appraisal
- Regular Reviews – Daily for 5 minutes
- Allows you to work “ON the business”
- Saves you loads of time!



No 4. Where is the Wow?

Website
Phone



No 4. Where is the Wow?

**Website
Phone**

**Road
Side**

Car Park

**Outside
the Shop**





No 4. Where is the Wow?

**Website
Phone**

**Road
Side**

Car Park

**Outside
the Shop**

**Inside
the Shop**

**Exiting
the
Business**



No 5. The Moment of Truth



No 6. *“Look through the Customer’s Eyes”*

- **Stop the Backdoor Approach**
- **A Great Team Exercise**
 - 30 minutes
 - 3 Areas of the business
 - What’s Good
 - What needs Improving
 - Take quick action



No. 7 - Chit Chat v's Rapport

Weak

- Weather
- Weekend
- What's going on

EASY



Confidence

Strong

- Products
- Events
- Changes
- How to's....
- The Team

ENERGY

Try This

- **2 x 2**
- **4 x 4**
- **8 x 8**
- **16 x 16**

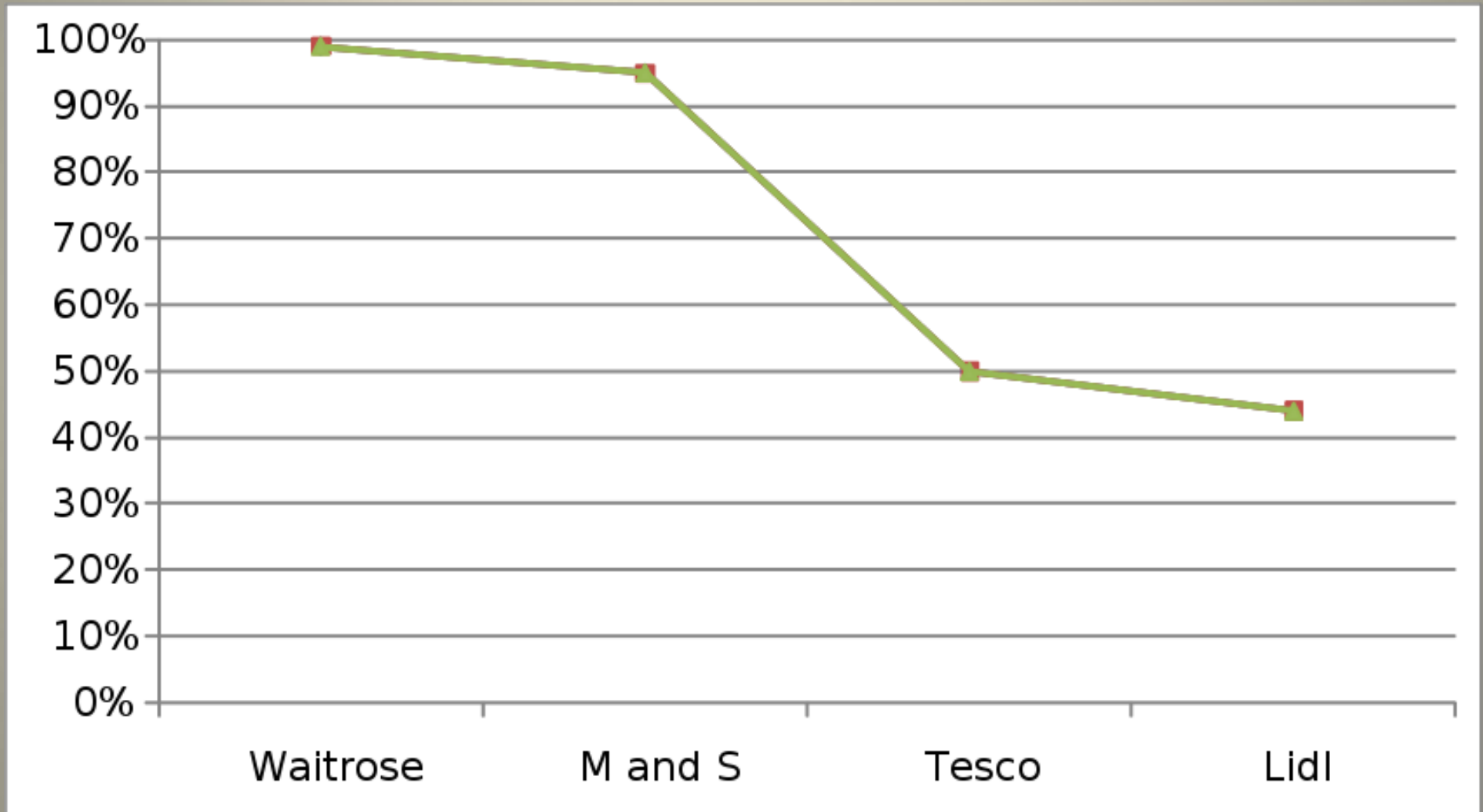




NO 8. Complaints are Gifts



Complaints Survey 2011



No 9.

***“It is better to be
Different than
Better”***



Craigie's Farm Shop



McGees - Ireland





McGEE'S
STEAK BURGERS
\$9.95 Each

McGEE'S
CHINESE PORK RIBS
£5.99 per kg

McGEE'S
PEPPERED STEAK BURGERS
£3.75 Each

McGEE'S
PEPPERED PORK CHOPS
BUY 3 GET 1 FREE
£3.49 Each

McGEE'S
SMOKEY BBQ PORK CHOPS
BUY 3 GET 1 FREE
£3.49 Each

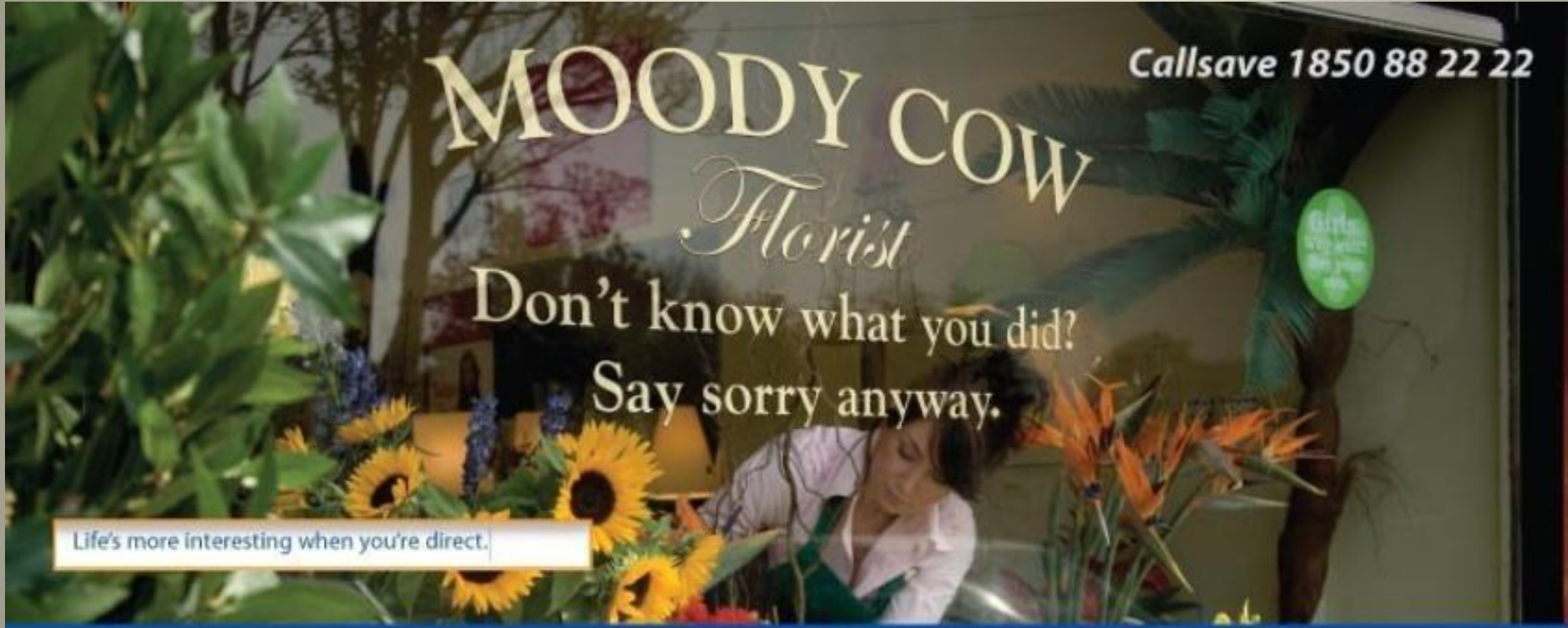
McGEE'S
CHINESE PORK CHOPS
BUY 3 GET 1 FREE
£3.49 Each

McGEE'S
SMOKEY BBQ PORK RIBS
£5.99 per kg

McGEE'S
CHINESE STEAK BURGERS
£1.15 Each



And finally.....



MOODY COW
Florist
Don't know what you did?
Say sorry anyway.

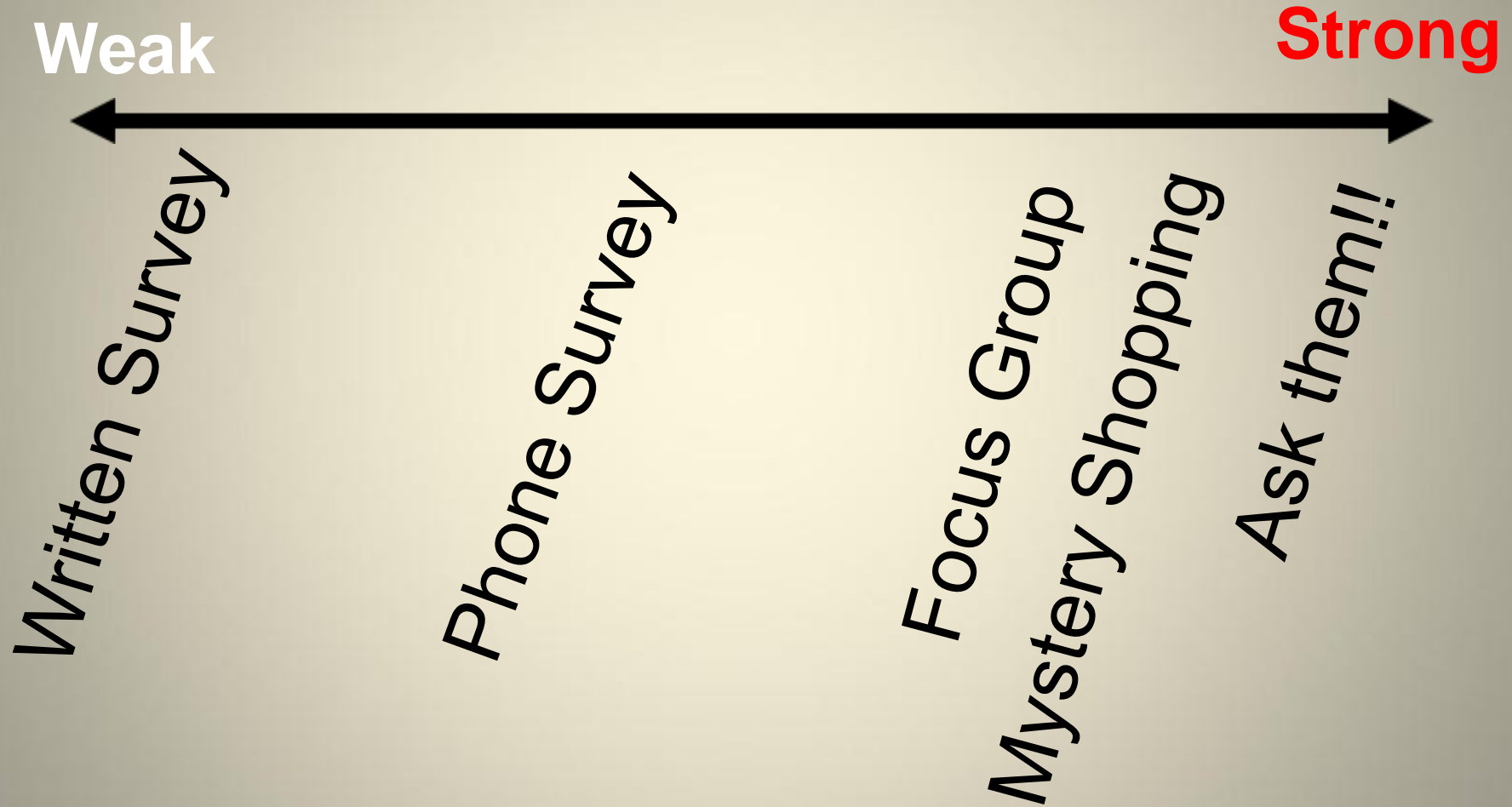
Callsave 1850 88 22 22

Girls
You want
the same
as me

Life's more interesting when you're direct.



No 10. Feedback is the Breakfast of Champions



Ask Them!

- What do you like?
- What can we do better?



Mystery Shopping

Benefit 1. Third Party Feedback

Benefit 2. Reward the Team

Benefit 3. “Your Bug Bears”

Benefit 4. Ongoing Service Improvement

Benefit 5. Profits Improve



At the End of the Day







**Service is
up to
YOU.....
and only
YOU!**



Thank you

Jonathan Winchester

