

Small Business Owner's Essentials

Customer Service and Front-Line Employees

Front line staff, shift managers, key holders, small business owners and staff of small business (all those employed within the Service Industry)

The small business and service industries in Nova Scotia have perhaps been the hardest hit with the recent pandemic and are now seeing the effects of staff shortages. Shifts in entry level position such as front-line staff, retail workers, restaurant workers, small business workers and all service industry level employees are being affected.

As things begin to open and we are again going to be dealing with face-to-face interactions with customers, clients, co-workers as well as associates. We are going to have to place an exorbitant amount of time and training back into getting the workforce up to the high-level standard we have become accustomed to. And equally important: how do you retain your current, loyal employees.

Restaurants, all retail outlets, night clubs, service businesses as well as attractions are having serious issues with struggling to gear-up for re-opening. The timing of this program is now imperative!

WORKPLACE EDUCATION SUBJECT MATTER CONTENT

1. Presentation of your business, your employees, your product(s) and yourself
2. Introduction to Communications
3. Understanding the Service Industry – Importance of local awareness
4. Cultural awareness of your customers
5. Understanding the needs of your customers – How to read your customers &/or visitors
6. The important characteristics of Generational Differences and what they mean to the current and up-coming workforce
7. Orientation of your local area and what services are offered
8. How to retain your current staff and keep them engaged
9. How to conduct business, deal with conflicts, behind the scenes circumstances, flexibility and difficult situations
10. Customer service essentials (2 sessions)

OPTIONAL CONTENT

1. Managing your small business with customer service being the focus
2. How to train employees
3. Developing a staff retention training program