

# Summer is Here - A Few Quick Tips on Customer Service



*What is a customer? A customer is the most important person in your office...in person, on the phone or by mail. The customer is not dependant on us...we are dependant on them. A customer is not an interruption of our work, they are the purpose of it. We are not doing a service by serving them, they are doing us a favor by giving us the opportunity to do so. A customer is not someone to argue or match wits with. You will never win an argument with a customer. Always remember that without customers, you do not have a job!*

1. Think of what you might desire when on vacation and provide it!
  2. Help visitors to feel welcome.
  3. Be knowledgeable on area lodging, dining, attractions, recreation, services etc... so that you can easily assist visitors with their vacation experience.
  4. Anticipate customers needs before they ask.
  5. If you don't know the answer refer them to someone who does or find out the answer.
  6. Express sincere appreciation and excitement that the customer chose your business.
  7. **Employers:** Empower your employees to make decisions and solve problems on their own.
  8. Invite visitors to return again and refer their friends.
  9. Always exceed expectations
  10. Smile in person and on the phone.
- \*Try this experiment: The next 5 times you find yourself on the phone, visualize the person on the other end of the line. Are they smiling? Don't ignore your instincts—and remember, if you can sense that they are not smiling, they can do the same.

CHAMBER & TOURISM BUREAU OF CLEAR CREEK COUNTY

## CTB News - June

### June Mixer - Ramblin' Rose Ranch

**Date:** Wednesday, June 15th, 6:00-8:00 pm  
**Location:** 1430 Miner Street, Idaho Springs  
**No Charge**                      **RSVP:** 303-567-4660

Come join us for an after work mixer at the Ramblin Rose Ranch - "All Things Western". There will be food and refreshments at this magnificently restored Victorian establishment. Meet your neighbors and fellow merchants and discover all of the local talent that contributed to bringing this beautiful building back to life. This is a great opportunity to network with your community.

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#### CTB Meeting Dates:

**Board Meetings (3:00-5:00 pm)**  
**June 16:** Raven Hill, Georgetown  
**July 14:** Heritage Museum, Idaho Springs  
**Membership Network Meetings:**  
**July 13:** See our website for details.  
**Future Topics:** Website Visibility, Retirement Plans, Investments

# Qualities of Winners

By Patrick O'Dooley, Motivational Speaker

1. Positive Attitude
2. Enthusiasm
3. Determined
4. Motivated
5. Passionate
6. Confident
7. Optimistic
8. Dedicated
9. Good Listener
10. Patient
11. Team Player
12. Flexible

Notice that none of these qualities has anything to do with physical or mental ability. Anyone can be a winner, because winning is based on attitude not aptitude.

Being a winner means seeing something positive in every person and situation. You will be more respected and much better received if you approach challenges and criticism in a positive manner. Always start with the positive before introducing your suggestions for improvement. To be credible, have several suggestions for improving and offer your assistance in implementing these improvements.

Winners embrace change; work harder, smarter and better; communicate openly and directly; commit to lifelong learning and look for leadership opportunities.

To be the person that successful companies and organizations fight to keep it is important to have a positive impact on your company, customers and colleagues. Employers express an overwhelming preference for employees who have a positive attitude and set a positive tone through their performance and behavior.

***Distinguish yourself by offering great ideas in a great way!***

# Employee Recognition Ideas

*We can never get enough ideas on how to motivate and recognize our employees.*

- Welcome to the team flowers on the first day of work.
- Whenever something positive happens, put it in a "smile box" . Read to staff once a week and draw for a \$25 gift certificate.
- Put gold stars on employees computers with a note of thanks.
- Have a team picnic or ice cream social.
- Hand written thank you notes
- Birthday Club
- Post letters from satisfied customers
- Time off certificates
- Have a secret shopper visit your business and hand out a prize for great customer service on the spot.
- Pass-around trophy
- One-on-one lunch with the manager.
- Group get togethers after work
- Extra Lunch Time
- Peer Award
- Staff meetings outside the work place.
- Send recognition to employees home.
- Chair massage for all employees
- Have everyone sign a balloon and tie to employees chair for their birthday.
- Lifesaver Award - Give a roll of lifesavers for high achievers.
- Name tag with number of years worked in different colors.
- Free sodas for employees on hot days.
- Thank you doughnuts for the team.
- Buy a bouquet of flowers and have each recipient pass them along after one hour to the person they feel should be recognized.
- Write two things you appreciate about each employee and hand them out at a staff meeting.
- Flexible work arrangements
- Secret Pal Program

# Co-op Advertising Opportunities of the Month

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## AAA Encompass September/October Issue

**463,500 guides published in August, 2005.** Clear Creek County has purchased a 3" ad in the Travel Guide section. Copies are distributed to 293,000 members, AAA State Offices, Cherry Creek Mall and Media Distribution.

We are looking for one partner at a cost of \$300. The deadline for commitment is July 1, 2005. Artwork is due July 15. You will also have the opportunity to place your brochure in our reader service lead follow up.

## Mountain Biking and Hiking Guides

The CTB is designing a Hiking and a Mountain Biking Guide to be distributed to the public free of charge. These will be distributed at the four county visitor centers and at local outfitters.

The guide will be a four color, 9 1/2 x 4 - 8 panel guide. If you are interested in a 3"x 2" ad for \$100 please contact us. We will be printing 2000 of each on the first run.

## Clear Creek County Railroad & Mining Days Recap

The festival brought invaluable exposure to Clear Creek County that we anticipate will bring visitors to our communities all summer.

Overall, the event ran very smoothly. Weather on Sunday caused poor attendance, but merchants reported that business was up on Saturday, some as much as 50% over last year. Attendees commented that they had a wonderful time and they thought the festival was an excellent idea. The festival itself broke even, with the exception of the t-shirts, event passes and stage. We have distributed the remaining t-shirts to the Visitor Centers and a few merchants that offered to sell them for us. We hope for a sell off in the next few months to pay for their cost and to help offset the cost of the music/stage etc... that went over budget. If your establishment would be interested in carrying them in your shop, please call us.

### **Thank you to the following sponsors and volunteers:**

Clear Creek Economic Development Corp., Greg Markle—KGYT Radio, Tommyknocker Brewery, Colorado Historical Society, Historic Georgetown Inc., Idaho Springs Historical Society, Hotel de Paris, Henderson Mine, Skipper Ice Cream Parlor, Bill Lee—Laughing Valley Ranch, Western Burro Pack Association, Empire Merchants Assoc., Georgetown & Idaho Springs Masonic Lodges, Georgetown Community Center, Don Weber, Idaho Springs Lumbar, Georgetown Loop Historic Railroad, Peck House, Clear Creek Otters Swim Team, Clear Creek National Bank, Buffalo Bar & Restaurant, Slim Rails Railroad Club, Denver Area N-Scale Railroad Club, Jeanette Lacey, Mainstreet Restaurant, EDS Waste, Georgetown Promotions, Desperate Merchants Assoc. of Georgetown, Historic Georgetown, Inc., Clear Creek National Bank, Historical Society of Idaho Springs, Clear Creek Ski & Bike, Nora Bloom's Vintage, Georgetown Valley Candy Company, Nana's Gifts, Treasures and Collectible, The Trading Post, Rocky Mountain Log Furniture, Two Brothers Deli, Bob and Jan Bowland, Vicki Larson—Miner's Pick B&B, Laurie Prunier - Hands On Therapeutic Massage, Lynn Weintraub—Colorado Accounting, Sue Ellen Peck—Clear Creek Courant, Dave Reid—Twin Tunnels Development, Jeff Hume—Ski Country Antiques, Mark Graybill—End of the Line, Desperate Merchants, Nancy Jeffers, Bob Smith—Alpine Insurance, Paul Nisler—Rose Street B&B, Cindy Condon - City of Idaho Springs

## **CTB Opinion Corner**

*At the CTB, we value your ideas and opinions. Each month we will highlight promotional and event ideas from the previous month's CTB Board meeting. Please contact us at any time with any thoughts or suggestions as we grow our ideas into action.*

### **Suggestion: Tourism Education & Hospitality Party**

The CTB would invite business owners and employees to attend a fun evening event with food, drink and entertainment. We would offer booth space to all county businesses to highlight their restaurant, lodging property, service, attractions, shop etc... This would be held at a local restaurant to eliminate the cost of renting a space, booth fees would be minimal to cover the cost of advertising and entertainment. We would have door prizes for visiting every booth and fun interactive games.

### **Why:**

1. This would be a great way to network with other businesses and increase awareness of the variety of businesses in the county.
2. Educate owners and employees in the various attractions and establishments in the county to help facilitate a more pleasurable experience for the visitors coming to our area.



**Heather Lopez, Executive Director**  
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Visit Us at:  
[www.clearcreekcounty.org](http://www.clearcreekcounty.org)

#### **CTB Board Members:**

##### **Clear Creek County Representatives:**

Cindy Condon, City of Idaho Springs (Secretary) 303-567-4421  
John Rice, Clear Creek Rafting 303-567-1000  
Jeff Hume, Ski Country Antiques 303-674-4666  
Vicki Larson, Miners Pick B&B 303-567-4870  
Dave Reid, Twin Tunnels Development 303-674-2208  
Dianne Willie, EDS Waste 303-278-8600  
Chip Bair, Beau Jos Pizza 303-981-8518

##### **Empire Representative:**

Gaye Jacobs, Tour Guide, IGA, RMGA 303-455-8979

##### **Georgetown Representatives:**

Bob Smith, Alpine Insurance (Chair) 303-569-2907  
Paul Nisler, Rose Street B&B (Treasurer) 303-569-2222

##### **Idaho Springs Representatives:**

Dan Ebert, Two Brothers Deli 303-567-2439  
Cindy Olson, IS City Council 303-569-3203

##### **Silver Plume Representative**

We are looking for a Silver Plume Rep. Please call if you are interested.

*All of the CTB's meetings are open to the public and we appreciate your input and feedback on our efforts. If your business would like to host a meeting please call 303-567-4660.*

##### **WE NEED YOUR EMAIL ADDRESS!**

To receive the newsletter via email and to notify you of last minute co-op advertising opportunities. We won't share your email or use it for any other purposes.