



Let's Talk Customer Service!

The storefronts are filled with flowers, the sidewalks groomed and a general buzz is in the air. We're once again on the cusp of the tourist season. This year, customer service before, during and after the sale becomes the most critical element in generating revenue for local businesses. Tourists are drawn to Cody, a place dramatically unique in its western character. Our ambiance is authentic, lively, and genuine. It's certainly not "generic" America. Let's make our service to our customers as unique as our community.

We know that people simply prefer to shop at places where they feel good and are given the attention they feel they deserve. Local business innovation, strategies and trends will always undergo fluctuation, but one thing that has remained constant is our need for providing customer satisfaction.

While the down economy has taken a toll on all of us, people still plan for an escape and quality vacation time with their families. People more than ever are looking for an overall experience and are willing to pay what it takes to make



Jody Horvath, owner of Reindeer Ranch, helps her customers with the decision process.

that happen. For local businesses in Cody that means the ball is in our court. Our ability to make a lasting impression on our customers can drive sales now and in the future.

On June 17th, the Small Business Development Center, Northwest College and Forward Cody will host two workshops for our local retailers with an emphasis on marketing, merchandising and customer service. The programs will be presented by Bruce Baker, a nationally renowned merchandising expert. Baker's "change or die" approach to small business survival becomes the crux of his discussion. Through his workshops and optional on-site visits, Mr. Baker will give our business owners tools to thrive in the current economy. To get more information, please call the Forward Cody office @ 587-3136 or email: info@forwardcody.com.



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