



**The Roane County Chamber of  
Commerce and SCORE present**

# **The Lunch and Learn Workshop Series**

## **“How to Delight Your Customers”**

**Topics covered include:**

*Getting more repeat business and referrals*

*The value of keeping customers*

*What are you really selling?*

*What is the customer buying?*

*Your Unique Selling Proposition*

*The Customer Satisfaction Triad*

*How do your customers describe your business?*

*When to thank customers*

*Lowering employee turnover & absenteeism*

*Effective complaint resolution*

*Which of your market segments should you focus on?*

**Tuesday, January 31<sup>st</sup>, Noon – 2 p.m.**

**Roane Alliance Building 1209 North Kentucky Street Kingston, TN**

**Just North of I-40 Exit 352**

**Space is limited so call 865-376-5572 to reserve your spot now!**

**Free to Chamber Members; \$35 to Non-Chamber Members**

**Lunch will be provided**