

Building a Skilled Workforce for the Tourism Industry Customer Service Excellence Training held May 10th

It was a fun-fast-paced and comfortable setting for the 2007 Delta County Commerce Center's Customer Service Excellence Training. In order to attract visitors and more importantly to encourage return visitors it is critical to have in place a workforce with the knowledge, skills and abilities to ensure that visitors enjoy a truly unforgettable experience that they will refer friends and relatives to. This year, under the Michigan Regional Skills Alliance, the Delta County Commerce Center and Michigan Works! joined forces to sponsor a seminar that has become an annual professional development event typically scheduled in the spring just before the highly anticipated busy tourism season.

The program was facilitated by Chamber member, Joe Constance of Constant Training. The morning session, Customer Service Excellence, covered critical areas such as the top ten service mistakes customers hate, magic words to use that customers love to hear as well as those they hate, how to handle problems and complaints, effective telephone skills, verbal and non-verbal communication techniques, building rapport with anyone and seven critical elements for outstanding service. The afternoon session, Building Positive Attitudes, helped attendees realize that a positive attitude is the most powerful and priceless personality characteristic one can possess. Participants learned how to maintain a positive attitude and outlook on life by applying methods and techniques for attitude adjustment and renewal.

Joanna Wilbee, President of Hob Nob Communications distributed useful customer service packets and addressed the importance of relating to the public while promoting the area to guests considering Delta as their vacation travel destination.



Joanna Wilbee, President of
Hob Nob Communications



Joe Constance, Constant Training