

Leadercast

ARCHITECTS OF TOMORROW

MAY 6, 2016
9:00AM-4:00PM

BHSU JACKET LEGACY ROOM

\$10 - Students

\$49 - Education, Non-Profit, or Government

\$59 - General Public

Admission includes lunch and refreshments.

www.bhsu.edu/leadercast
605-642-1241

Personal Growth
Practical Guidance
Useful Tools
Interactive Experiences

LEADERCAST LIVE is the largest one-day leadership event in the world. Broadcast live from Atlanta to hundreds of locations around the world each year, Leadercast brings together some of the most recognized and respected global leaders to create a leadership experience unlike any other.



April Gone Fishin' Mixer



Thursday, April 21st @ City of Spearfish

5:00-7:00 PM

625 5th Street, Upstairs in the City Hall

Co-Hosted by

Steerfish Steak & Smoke and Highmark Federal Credit Union



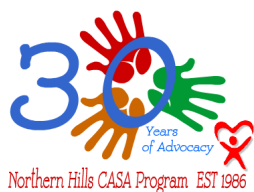
April Membership BREAKFAST!

Wednesday, April 27th @ Café 608

7:30-8:30 AM

608 Main Street, Downtown Spearfish

**Celebrate 30 years of child advocacy
with our Northern Hills CASA agency!**



New Business Members
'Investing in the Community'

Barnaud Law Firm Prof., LLC

Tim Barnaud
211 Main St., Spearfish, SD 605-717-0186
www.barnaudlaw.com

Hulm Electric

David Woodbury
2115 Vista Hills Plaza Spearfish, SD 605-645-0303

Steerfish Steak & Smoke

James Yates
701 5th St., Spearfish, SD 605-717-2485
www.steerfish.com

New Associate Member
'Investing in the Community'

Tyler Terry

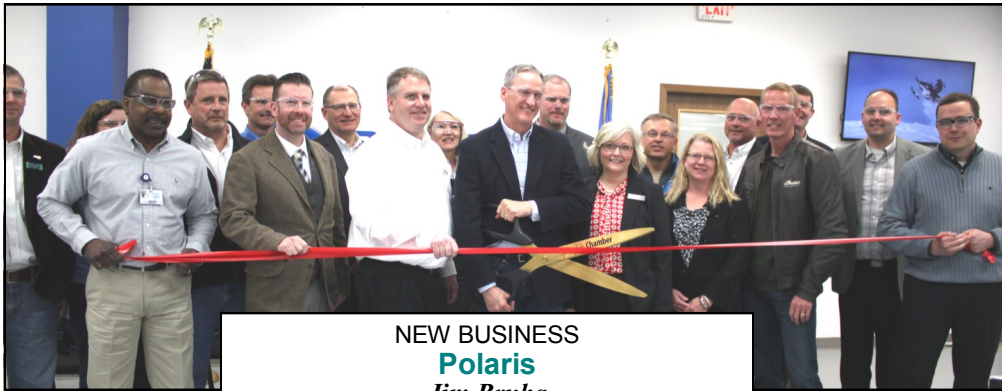
Renewing Business Members
'Investing in the Business Community'

All About Potential Family Chiropractic
Gene's Lock Shop
HomeSource Furniture & Floors
Kids Club Kids
Kiwanis Club of Spearfish
KOA Spearfish
L & S Restoration
Lawrence & Schiller
Marketing & Advertising Professionals
Little Caesars
South Dakota Community Foundation
Timberline Builders, Inc.
Two Wheeler Dealer Cycle & Fitness Center
Visit Spearfish, Inc.

Renewing Associate Members
'Investing in the Community'

Mike & Connie Streff

April Ambassador Visits



NEW BUSINESS
Polaris
Jim Bruha
125 Industrial Drive, Spearfish
www.polaris.com



Celebrate Business
with the
**Spearfish Chamber
Ambassadors!**

Give Jennessa a shout to
learn more!

642-2626
member@spearfishchamber.org



NEW LOCATION
Rolling Bones Outfitters
Brian Mehmen
522 W. Jackson Boulevard, Spearfish
www.rollingbonesoutfitters.com

Get Active - Get Involved - Get Engaged

April Chamber Happenings

April 5th Young Professionals

4:45PM @ Level Wine Bar

April 14th Ambassadors Meet & Greet Businesses

Noon @ Chamber

April 19th Board of Directors Meeting

Noon @ Chamber

April 21st Leadership Spearfish

9:30-3:00 PM

April 21st Gone Fishin' Mixer

5:00-7:00PM

@ City of Spearfish with Steerfish & Highmark FCU

April 27th Gone Fishin' Breakfast

7:30-8:30 AM @ Café 608 with NH CASA

April 28th High School Career Day

@ Spearfish High School

ELKHORN RIDGE
RV RESORT & CABINS



Join us

May 6th

»»»»»»»»»» 4-7 PM ««««««««««

Live Remote ~ Food ~ Entertainment



Ribbon Cutting at 3PM

DEVELOPING LEADERS FOR IMPACT
SPEARFISH YOUNG PROFESSIONALS

Spearfish YP Join us!

First Tuesday of each month at 4:45pm.

Free! Ages 21-40 are welcome.

For More Information
finance@spearfishchamber.org

YP has been in the process of learning about different aspects of personal & professional development: finances, budgeting, taxes, credit scores, healthcare, nutrition, fitness, effective communication, values management, strategic planning, time management, city development, global issues and trends, and entrepreneurship.

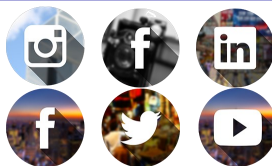
Join us and enhance yourself as well as your professional sphere!

Spearfish Area Chamber of Commerce

605-642-2626

106 W. Kansas

Spearfish, SD 57783



PRESORTED
STANDARD
US POSTAGE PAID
PERMIT #56
SPEARFISH, SD
57783-0550

ADDRESS SERVICE REQUESTED

GOLD CARD

 **Spearfish**
Area Chamber of Commerce

Do You Have Yours?

Available to **ALL** chamber member businesses and their employees.

 **WIN ME** 

OR CHOOSE \$10,000 CASH

Purchase Tickets at
www.SpearfishChamber.org



ONLY 499 TICKETS SOLD FOR \$100 EACH

Success is the sum of small efforts,
repeated day in and day out.

Robert Collier

#CHAMBER

Norma Davey

2016 Board of Directors & Staff

Barbara Cline, Chair
Kelsie Darling, Vice Chair
Dan O'Shea, Past Chair

Prairie Hills Transit & Child Care Center
Quik Signs
Pioneer Bank & Trust

Angie Black
Jason Boke
Steve Byrd
Todd Jensen
Michelle Kane
Dr. Bob McIntosh
Dave Peters

Spearfish Holiday Inn Convention Center
Northern Hills Tech/Digital Designs
First Western Insurance
Spearfish GMC
Black Hills PR
Health Source Chiropractic of Spearfish
Spearfish Schools

Ex-Officio Officers

Mistie Caldwell, Visit Spearfish
Joe Neeb, City of Spearfish
Stephanie Salazar, SEDC Executive

Treasurer

Sharon Hoggatt, CPA, PC

Staff

Melissa Barth, IOM
Executive Director
Hannah Remington
Finance & Program Director
Jennessa Scholl
Communications & Event Coordinator

6 Keys to Improving Your Team's Customer Service Skills from Survey Monkey



Melissa Barth, IOM
Chamber Executive
Director

What is the most important thing you can do to improve relationships with your customers? The answer is as obvious as it is overlooked: improve customer service. No matter how great your product is or how talented your staff is, one of the things that customers are most likely to remember is the direct interaction they have with your company. Bottom line, your customer service team is often the face of your company, and customers' experiences will be defined by the skill and quality of the support they receive.

A strong company will already have great customer relationships. But a smart company will always be asking "What is good customer service?" If you are not constantly on the lookout for opportunities to improve your customer service, then your relationships will stagnate.

Here are a few customer service tips for identifying ways to better serve customers.

1. Strengthen your customer service skills

First, it's important to make sure that your customer service team has the right skills for your managing customers' needs. What skills should you be looking for in a customer service rep?

- Empathy, patience and consistency. Some customers will be irate. Others will be full of questions. And others will just be chatty. You must know how to handle all of them and provide the same level of service every time.
- Adaptability. Every customer is different. You should be able to handle surprises, sense the customer's mood and adapt accordingly.
- Clear communication. Ensure you convey to customers exactly what you mean. Use authentically positive language, stay cheerful no matter what and never end a conversation without confirming the customer is satisfied.
- Work ethic. Customers appreciate a rep that will see their problem through to its resolution.
- Knowledge. Ultimately your customers rely on you for their knowledge of your product. Stay informed enough to respond to most inquiries and know where to turn if the questions become too detailed or technical for you to answer.
- Thick skin. The customer's always right... right? Whether your team works directly with customers or looking for feedback on social media, they've got to keep the customer's happiness in mind.

2. Look at every touchpoint

A bad customer experience at any point in the customer lifecycle can ruin your relationship. In addition to making sure the right skills are demonstrated, you need to be sure they're being demonstrated consistently.

3. Improve your customer interactions

If your staff has the necessary skill set, that's a good start. But they still need to relate to your customers. Here are some tips for making sure customer service is both thorough and well received:

- Ask reps to try to identify common ground, like shared interests, with the people they help. Having this point of understanding humanizes the relationship, and it endears customers to your rep (and ultimately your company).
- Practice active listening so your customers feel heard. Clarify and rephrase what the customers say to ensure you understand them.
- Admit your mistakes, even if you discover them before your customers do. This builds trust and restores confidence. Follow-up after a problem is solved.

4. Enhance your customer service strategy

Your staff may have the skills and know-how to interact with your customers, but what organizational strategies can you employ to please customers? Practice proactive customer service by making your customers happy before they come to you with problems. Here's how:

- Get personal. Your customers want to feel like they have access to real people, not bots and FAQs. Take full advantage of social media (such as Facebook, Twitter and Yelp) and write responses when your customers post on your page. Post photos and bios on your website. This shows your customers that you are real people working on their behalf.
- Be available. Part of the personal touch is making sure your customers can reach you. For example, if your business is primarily online, meet in person occasionally with local customers and offer video calls (such as Skype) for those farther away.
- Cater to your customers. Make sure you are fully meeting your customers' needs. Offer VIP treatment for your best customers to let them know they are appreciated.
- Create communities. Your customers will feel even more valued if you treat them as important members of a community. You can bring various customers together in numerous ways including webinars, interactive websites, social media, trade shows and conventions. These are also great opportunities to learn from your customers.

5. Make sure your reps are engaged

You can have the best customer service skills and the best training in the world, but if your reps are checked out, it won't matter at all. Improving employee engagement is another way to make sure customers have a great experience. Dissatisfied employees are unlikely to come forward with their problems, so consider an anonymous suggestion box or an employee engagement survey to see what makes your employees tick.

6. Give your customers a way to provide feedback

No matter how proactive you are, you'll never be able to get in front of every customer issue. To make sure you learn about the good, the bad, and the ugly experience your customers have, create an easily accessible way for customers to give feedback. Whether it's a phone survey at the end of a service call, an email survey sent directly from your CRM tool, or a form on the "Contact Us" page of your website, creating a means for customers to give feedback makes it easier for you to learn what needs improvement. It also helps keep unhappy customers from voicing their displeasure on highly visible places like your social media pages.