



## **A Terrific Tourism Program**

### **Build Resilience, Boost Profitability and Turn More Tourists into \$\$\$'s for Your Business!!**

Designed specifically for small tourism and tourism related businesses including: -

- accommodation;
- cafes, restaurants, and takeaway food services;
- clubs, pubs, taverns, and bars;
- passenger transport; tour operator services;
- cultural services; sports and recreation services;
- and retail trade

This program will help you build resilience, boost profitability and turn more tourists into advocates for your business.

Presented by Jurek Leon from Terrific Trading, this low cost program, delivered over 12 months, includes: -

- 4 one-day workshops (Darwin – Weeks Commencing, 27 Feb, 8 May, 28 Aug, 6 Nov)
- On-site one hour coaching session following each workshop to ensure the content makes sense and generates \$\$\$s for your business.
- On-site one hour coaching sessions with the presenter
- Development of a personal action plan
- A Customer Experience Audit of your business
- Access to support material and resources between each workshop

This program will help you develop ideas, tactics and techniques to make 2017 a year of achievement for you and your business. Key modules cover:

1. Understanding how various visitor types judge you and finding low cost ways to positively influence the result. Developing a common understanding within your business of what a superb customer experience feels like, looks like and sounds like.

### **A \$3,300 program for only \$330 for eligible tourism businesses.**

Contacts: Alice Springs – Grant Whan – [grant@becnt.com.au](mailto:grant@becnt.com.au) 08 89515788  
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2. Winning ways to market and promote your business and your region including developing promotions that don't rely on price discounting.
3. Managing customer delight with policies, procedures and standards that ensure a consistently positive experience. And sharpening the time management, stress management and goal setting techniques that help you keep on track.
4. Communicating positively and dealing effectively with negative comments and criticism via social media, face-to-face and over the phone.

Involvement in this program will enable you to stay focussed while sharing ideas and experiences with like-minded businesses so that you enhance your customers' experience and turn them into enthusiastic advocates while building the profitability, resilience and performance of your business.

### **The Four Stages**

The overall theme for this program is influencing customer behaviour with a systematic approach to generate increased \$\$\$ and turns your customers into walking, talking, clicking and tweeting ambassadors for your business and for Top End Tourism. The four one-day workshops cover:

#### **Workshop One**

- How customers judge you and how to influence that judgement so that you are viewed in a more positive light
- Developing a common understanding within your business of what a superb customer experience feels like, looks like and sounds like
- Mapping the customer journey and managing the customer experience
- Understanding, engaging with and influencing visitors from different cultures

#### **Workshop Two**

- The steps to ensure you create a positive experience and identify what makes you memorable
- Turning enquiries into bookings and getting beyond price to win over more customers
- How to conduct a Customer Experience Audit of your business

#### **Workshop Three**

- Managing customer delight – Putting in place policies, procedures and standards to ensure a consistently positive experience
- Looking after yourself so you can look after your customers properly – Time management, stress management and goal setting techniques
- How to motivate your team for service excellence

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## Workshop Four

- Communicating positively and profitably with your customers
- How to avoid inadvertently creating negativity in your staff and in your customers
- Dealing with difficult customers face-to-face and on the phone
- Handling customer feedback online including how to respond to negative comments on social media

## Eligibility

The Australian Small Business Advisory Service Programme Northern Australia Tourism Initiative -ASBAS NATI - provides low cost business advisory services to grow the skills of small tourism business operators and intenders within the Top End and Central Australian Regions of the Northern Territory.

**To be provided services under the ASBAS NATI program, participants MUST:**

1. **Be a small tourism business or a small tourism business intender**
2. **Have less than 20 full time employees on the payroll; and**
3. **Be prepared to complete a relevant Business Diagnostic tool.**

**Tourism small businesses** are defined as small businesses that must:

- derive a significant portion of their revenue from tourists
- operate in tourism related industries, including accommodation; cafes, restaurants and takeaway food services; clubs, pubs, taverns and bars; passenger transport; tour operator services; cultural services; sports and recreation services; and retail trade (not including intermediaries that resell tickets or vouchers for tourism-related products and services).

*This project has been supported by the ASBAS Northern Australian Tourism Initiative, an Australian Government Initiative*



Workshop Venue: Business Enterprise Centre, 20 Catterthun Street, Winnellie NT 0820.  
Onsite coaching conducted at your place of business.

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