



# Customer Service



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Healthy People. Environments. Economies.

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# Why Do People Shop at Farmers' Markets, Farm Stands and U-Pick Farms?



# What are Customers looking for?

- **Quality**
- **Freshness**
- **Variety/selection**
- **SERVICE**

# Customer Service

- Knowledgeable
- Courteous  
Welcoming  
Friendly
- Professional

# Customer Service

4-step process:

- Know the product



# Customer Service

## 4-step process:

- Know the product
- Reach out



# Customer Service

## 4-step process:

- Know the product
- Reach out
- **Be Alert**



# Customer Service

## 4-step process:

- Know the product
- Reach out
- Be Alert
- **Get help**



# Customer Service

## Staff



# Customer Service

Staff

Cleanliness



# Customer Service

Staff

Cleanliness

Readiness



# Customer Service

Staff

Cleanliness

Readiness

**Merchandise care**



# Customer Service

## Sense of WELCOME



# Customer Service



# Customer Complaints





# Customer Complaints

## Opportunity

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"The bad news is, our customers hate us. The good news is, we have a lot fewer customers than we used to!"

# Customer Complaints

Opportunity

Care/Compassion



"Ok, how about this motto: 'If you are unhappy for any reason, we will feel really bad'."

# Customer Complaints

Opportunity

Care/Compassion

**Listen**



# Customer Complaints

Once you understand

**Apologize**  
**Offer solutions**  
**Alternatives**

# **Customer Service at the Farmers' Market**

## **DO's:**

- **Greet people as they pass by your booth**
- **Learn the names of frequent customers**
- **Place the scale close by**
- **Acknowledge waiting customers**
- **Be alert and aware of customers**

# Customer Service at the Farmers' Market Don't's

- **Read, knit, etc. while selling at the market**
- **Don't talk on your cell phone**
- **Set product back for frequent customers**



# Satisfaction = Loyalty



SATISFIED  
CUSTOMERS  
are our best



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