SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 4

HIT A HOME RUN WITH CUSTOMERS

* 1. CUSTOMER SERVICE

TYPE IN YOUR NAME HERE AND HIGHLIGHT IT

Please underline your answers.

1. Customers expect to be
2. The best strategy for a business to rise above the competition is
3. What are ways customers can be made happy by sales personnel
4. What is customer service gap
5. What are two examples of poor customer service
6. Ensuring good customer service starts before the training takes place.
   1. Step 1
   2. Step 2
7. What is Mattress Mack’s principles

   2. 1. Focus
      2. Action
      3. Search
      4. Tenacity
8. What is a mystery shopper

Answer questions 1-2 on page 113:

1.

2.

Answer questions 1-13 on page 114:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.